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WINTER 1998-99

LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE



DEC 21 1990



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FRONT COVER: Tom Gola, '55, stands outside the
arena named in his honor at the Hayman Center on the
university's campus.

INSIDE FRONT COVER: College Hall in the winter
(Photo by George Bylik).

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AN ALL AMERICA FOR THE AGES

Not only did Tom Gola lead La Salle to its only two national championships, he later coached the Explorers to another second place finish in the national rankings

They are naming the new La Salle University basketball arena after Tom Gola, and for those of us who remember when there were chickens and cows roaming the land where the Connelly Library now sits, it's a no-brainer.

But for many recent La Salle grads, Gola is a no-namer.

"It's a very great honor because my name will now go down in history, I guess," Gola was saying from his Philadelphia home shortly after being informed that the Explorers henceforth will play their campus games at Tom Gola Arena. "A lot of the kids up there don't know who I am and where I came from. I'm pretty old in life right now."

But for a lot of grads over the age of 50, especially those who didn't grow up in the Philadelphia area, Gola was the only reason they knew anything about La Salle College in the first place. He was the greatest player in Explorer history—a four-time All America who led the team to the National Invitation Tournament championship as a freshman in 1952, then carried the team to the NCAA championship as a junior and to the runner-up spot behind Bill Russell's San Francisco Dons as a senior.

How good was he?

"I've got Gola and garbage," Ken Loeffler, his coach, said—and he was only half-joking. In Gola's four years, the Explorers won 102 of 121 games. He scored 2,461 points. He holds rebounding records that never will be broken—37 in one game, 2,201 in his career.

In the fall of 1968, following an NBA career with the Philadelphia Warriors and New York Knicks that saw him make All-Pro five times, Gola took it upon himself to take out the garbage left over from Jim Harding's one-year reign of terror that landed the Explorer program on NCAA probation. There are basketball people that

Tom Gola is a member of SPORT Magazine's All-Time All America Team. Yogi Berra, of the New York Yankees, called him the "Joe DiMaggio of basketball."

Gola, shown coaching the Explorers at the Palestra, was named Coach of the Year by the New York and Philadelphia sportswriters after the 1968-69 season.



argue that the Ken Durrett-Larry Cannon-Bernie Williams-Roland Taylor-Stan Wlodarczyk team that went 23-1 that year under rookie coach Tom Gola was better than any of the teams for which Gola played.

"Tommy just decided it was time to help," said Ed Altieri, a teammate of Gola's on the 1952 NIT champs and an assistant coach on that 1969 squad. "Too bad we were on probation. We finished number two behind (UCLA and) Lew Alcindor."

Thus, Gola had a hand in both second place finishes for the Explorers in the national rankings—as a player in 1953-54 and as a coach in 1968-69.

Today Gola and Kareen Abdul-Jabbar (formerly Alcindor) are both enshrined in the Basketball Hall of Fame in Springfield, Mass. And for many present-day fans, visiting the Hall is the only way they'll find out about the greatness of both of them.

Fame flees.

"I went to Germantown Academy a few years ago to give a talk to a fifth grade class," Gola remembers. "They were all talking about Michael Jordan and Dr. J (Julius Erving), and Charles Barkley. I said, 'Anybody in this room ever hear of Wilt Chamberlain?' Nobody put a hand up. You throw George Mikan's name out there today, nobody knows him."

Wilt Chamberlain wasn't just the greatest basketball player of his era, but might be the greatest athlete who ever lived. The University of Kansas Field House isn't named after him. George Mikan was the first great big man in professional basketball. DePaul University's basketball facility isn't named after him.

But now La Salle's basketball home is being named after Tom Gola—and the opinion here is that it's about time.

If it hadn't happened, it would make about as much sense as naming that big obelisk in the middle of our nation's capital the Millard Filmore Monument, or calling that magnificent Philadelphia street that runs between City Hall and the Art Museum Joe Kuharich Parkway.

And while they're naming the arena after a man who says he is forgotten by many, it might be nice if they put up a plaque to a man who is forgotten by most but who was also instrumental in turning La Salle into a national basketball power.

His name is Dr. Michael Duzy and he'll be at the arena for the dedication.

And sometime that day, maybe he and Gola could walk across 20th street to McCarthy Stadium and stroll around the track, just for old time's sake.



Because it was during a quick walk around that track in the spring of 1951 that Duzy recruited Gola for La Salle.

At the time, Duzy was Brother E. Stanislaus. He was dean of the college. And he was in the midst of a mission—giving La Salle an identity through its basketball program.

“Brother Stan was probably the guy who recruited me the most,” Gola says. “The first time I met Kenny Loeffler was the night that I signed. He and (the late athletic director) Jim Henry and my parents were there. Kenny never recruited me at all. It was Brother Stanislaus and Jim Henry.

“Brother Stan was a jock. He loved sports and athletics and he pushed the program. And when I was at La Salle, we had a great program because we had all the best kids from the Public and the Catholic League. In the summer-time, they had jobs for you at the race track or somewhere else. They ran a good program.”

Duzy, now in his 80s and living in the Philadelphia suburbs, is willing to accept a lot of the credit for building La Salle basketball—if not necessarily for recruiting Gola.

“My interest in athletics was caused by what happened when I was dean,” he recalled. “We were increasing our student body greatly (following World War II). In the early stages of this great increase, I became aware of the fact that many of the students who came to La Salle would not even carry their books

under their arms with the La Salle cover. They’d ride the subway and wouldn’t use the cover of La Salle College, which means they weren’t particularly proud of being there.

“I realized right away that we had to give them a good reason for being at La Salle and being happy about it. And decided that basketball was our key.”

So Brother Stan became a recruiter. Larry Foust was a great local player, “the first big man in Philadelphia.” Duzy went to see him play, then visited the family’s home at 24th and Carpenter streets, in a rough South Philadelphia neighborhood.

“Larry’s mother told me that Larry was not going to leave Philadelphia, but that I had to get him out of this neighborhood,” Duzy recalls. “She said, ‘if you can find us a nice place to live up by La Salle, he’ll come to La Salle.’”

“I spent several weeks, walked very street in Germantown and Mount Airy looking for an apartment. These were post-war days, and there was nothing available.

Then a tennis player from St. Joseph’s Prep named Tommy Phelan visited the school looking for tuition aid. Brother Stanislaus told him he could arrange for half of his tuition.

“I asked him how he would pay the rest,” Duzy recalled. “He said his widowed mom was turning the second floor of their home near La Salle into an apartment. I drove right over there, told her to hold the apartment, and called Mrs. Foust.

When she saw it, she said it was lovely, they were going to move and Larry was going to come to La Salle. And that is how we got Larry Foust.”

(Foust, of course, went on to enjoy an All-Star career with the Fort Wayne Pistons, the team that the Philadelphia Warriors, led by a rookie sensation named Tom Gola, defeated for the NBA championship in 1955-56.)

Duzy prefers to give the late Charles (Obie) O’Brien, Gola’s coach at La Salle College High School, most of the credit for recruiting Tom to La Salle.

“I had one conversation with Tom,” he said. “We walked around the track. At the end of the conversation, I said, ‘Tom, we’d very much like to have you at La Salle.’ That’s the only conversation I had with him.”

“Obie obviously kept Tom interested in La Salle. Senior year during Easter vacation, Obie took Tom around. They went to Notre Dame, North Carolina State, Kentucky, Duke—spent a week on the road. When they came back, Obie asked Tom, ‘What do you think?’ And Tom said, ‘I think I’d like to go to La Salle.’ And Obie told him, ‘You better go over and see Big Stosh.’ Tom simply came over, we had a little chat and that was it.”

There was no talk of convertibles, cash under the table, or any other illegal inducements during Gola’s recruiting. And he was treated the same as the other players once he joined the basketball program.

“They all had jobs,” Duzy said. “They earned \$25 a week. Tom Gola’s job

Gola and the late Frank O'Hara, '54, hold the NCAA Tournament championship trophy as they arrive home following their 92-76 title game victory over Bradley University. Gola had given the Explorers the lead for good, at 49-47, with a three-point play.



was to tape the ankles of the basketball players at every practice."

Brother Stanislaus later became president of La Salle before leaving the Christian Brothers in 1958. He held administrative posts at several colleges and universities before retiring in 1993.

Gola became a politician after his professional basketball career ended, serving as a Republican state legislator in Harrisburg and as Philadelphia city controller. He gave up coaching his alma mater because of the time required by his government duties. Also, because he had trouble adjusting to the idea of coaching players whom he had recruited.

"I found it very difficult to recruit a kid and then discipline him," Gola says. "When you recruit him, you tell him all the nice things about himself, pat him on the back and all that bull to get him into school. And once he gets there, if he doesn't do what he's supposed to do, you have to sit him down."

Gola went into the investment banking business with Valley Forge Investment Co. in 1983. Although he's semi-retired now, he remains heavily involved as chairman of the company's institutional management division, which manages money for several towns in Bucks and Montgomery County.

And all the while, he has remained involved with La Salle basketball behind the scenes. He was instrumental in recruiting Lionel Simmons, who followed him as an Explorer who was named the best college basketball player in the nation.

Gola calls the university's move from the Metro-Atlantic Athletic Conference to the Midwest Collegiate Conference in the 1990s "a disaster" because it made recruiting Philadelphia area athletes extremely difficult.

He says it will take "a four-or five-year tenure" to undo the damage as the program adjusts to life in the Atlantic 10, but believes that coach

Speedy Morris has the program back on the right track.

"If (Rasual) Butler is eligible by December, I think they can turn the whole program around," Gola says. "They're not going to knock anybody dead, but they're coming back and that's important."

You know what else is important? Getting Tom Gola's name back in front of the folks who remember him and introducing it to those who don't. It's one more reason we can be proud to carry our books with a La Salle cover on them.

Mr. Bilovsky, who is now business writer and columnist for the *Rochester Democrat and Chronicle*, covered college basketball and Tom Gola's tenure as coach for the late *Philadelphia Bulletin*. Co-author of the "New Phillies Encyclopedia," he was recently nominated for the U.S. Basketball Writers Association Hall of Fame.

THE TOM GOLA ARENA



Dedication ceremonies were held for the new Tom Gola Arena on November 21 between basketball games featuring victories by the men's and women's teams over Howard and Delaware State Universities, respectively. The Gola family as well as the family of the late H. Blake Hayman, M.D., '41, were honored the previous evening at ceremonies highlighted by the unveiling of plaques at the main entrance of the recently-refurbished Hayman Center. University trustees James J. Lynch, '71, and Richard S. Rueda, Esq., '62, served as co-chairs of the event.



Participants during the evening of recognition for the Gola and Hayman families included (from left): Sonny Hill, Caroline, Tom, Jr., and Tom Gola, Mrs. Amy Hayman, John J. Shea, Nicholas A. Giordano, and Charles Gresh, F.S.C., the university's director of development who offered the tribute to the late Dr. Hayman.



Gola embraces Philadelphia basketball legend Sonny Hill, who offered a tribute to the former All America at the recognition ceremonies.



Gola and his wife, Caroline, chat with Dr. Michael Ditz, who was serving as dean at LaSalle when he recruited Tom.



All of La Salle's living former presidents were on hand for the event and joined the university's current chief-executive Nicholas A. Giordano, '65 (second from left), and president-elect Brother Michael J. McGinniss, '70 (third from right), who assumes the office next July 1. They are (from left): Brothers Daniel W. Burke, who served from 1969-'77; Joseph F. Burke (1992-1998), Patrick Ellis (1977-92), and Dr. Michael Duzy (1952-58).



Philadelphia Mayor Edward G. Rendell and Pennsylvania Senator Arlen Specter (right) joined Gola for the dedication ceremonies.



The Gola family—Tom, his wife, Caroline, and son, Tom, Jr., stand near the plaque commemorating the Tom Gola Arena.



John J. Shea, '59, chairman of the university's Board of Trustees, served as toastmaster of the plaque unveiling ceremony in the foyer of the Hayman Center.



Gola acknowledges a standing ovation from the fans during pre-game ceremonies.

VIETNAM CACHE

A veteran at La Salle University turned his anger to scholarship, scooping up 10,000 items that show the war's effects on America. The unusual collection ranges from Rambo and rock to books and board games

*By James O'Neill
Inquirer Staff Writer*

(The following article was reprinted with permission from *The Philadelphia Inquirer*, August 11, 1998.)

Rutgers University professor H. Bruce Franklin had already finished the bulk of his research. He had written the text for his book on the myths about missing American soldiers in Vietnam. He had even sent the galley proofs back to his printer.

But, just to make sure he hadn't overlooked anything, Franklin decided to spend half a day rummaging through a special collection at La Salle University's campus library.

Soon after Franklin arrived, he realized he'd overlooked a lot. La Salle's unusual collection brings together 10,000 items—books, scripts, recordings, trinkets, even board games—that illustrate how myths and facts about the Vietnam War evolved into integral parts of America's culture and psyche.

"It's a spectacular collection. There's nothing else quite like it," says Franklin. His half-day visit grew to 2 days and spurred a call to his publisher: Hold those book galleys. Don't start the presses quite yet.

Large wealthy universities often hold vast special collections in their libraries, but even small liberal-arts colleges try to carve out a unique niche and build minor collections. Often they'll deal with regional history or the school's roots.

When La Salle built its Connelly Library about a decade ago, it fell to John Baky to choose a topic the univer-

sity could devote its limited collection space to.

"You have to be careful," says Baky, 51, the library's director. "So many subjects have already been done by other schools. You need to pick a subject with the expectation it will garner your school a national reputation—and the items can't cost much."

Baky, a Vietnam War veteran, decided to collect imaginative representations of the Vietnam War. He noticed that institutions were collecting historical information about Vietnam, but neglected the war's creative influences on American culture. "Examples of the emotional responses to the war and the trauma were being ignored or put away in boxes," Baky says.

He started buying those boxes. There were the long rainy weekends snooping through dusty old bookstores, conversations with friends, visits to collectors.

The ephemera started to accumulate. So did the collection's value, as interest in Vietnam War memorabilia drove prices up. Items Baky purchased for a dime or a quarter seven or eight years ago now often sell for \$200 or more.

"Since 1966 I can't imagine I've spent more than \$100,000 on the collection," Baky says. Three years after he began, the expanding collection was appraised at a quarter-million dollars. Baky thinks

today it could easily be worth three-quarter of a million.

So what is this stuff? Baky collects every format of a literary work on Vietnam he can. The changes over time—from galley proofs to the first hardback edition to the first paperback to the movie script to the pornographic takeoffs—help researchers pinpoint where a fact gets embellished and becomes mythologized into the culture.

"Through this collection, the larger culture can see where its understanding of historic events comes from," Baky says. "The facts get distorted, and after a while, you can't see that the distortion occurred."

The La Salle collection, for instance, includes proofs for a 1979 novel by Gustav Hasford called "The Short-Timers." There's also a hard-back edition, the paperbacks, and a copy of the original screenplay the novel evolved into—Michael Herr and Stanley Kubrick's 1987 movie "Full Metal Jacket."

The myth about the disillusioned Vietnam veteran grows into mythologic proportions in the Rambo movies, and Rambo becomes an American icon. Baky notes that the Rambo myth continues to evolve—today a children's cartoon show features the Rambo figure, but he's no longer a Vietnam veteran. One segment depicts Rambo as a medieval knight on horseback. "All of a sudden Rambo is no longer the outcast character," Baky says. "He's become Lancelot."

Surrounded by the collection, John Baky holds a board game, Vietnam Survival, and a framed mask of Lt. William Calley from a protest march.

This photograph copyright The Philadelphia Inquirer.



The evolution is self-perpetuating, as myth is supplemented by a popular movie as a common reference point in mainstream culture. The movie title evolves into other forms in other media. Rambo becomes "Bimbo," and "Full Metal Jacket" becomes "Full Metal Bikini" in pornographic films. "Platoon" morphs into "Lost Platoon"—a horror movie with Vietnam veterans as vampires.

Baky keeps advertisements for a plethora of kitschy Vietnam memorabilia that somehow finds purchasers—commemorative tankards, a 'classic 24-karat gold plate dog tag,' a commemorative Zippo lighter, a kitchen wall clock with granite from the Vietnam Veterans Memorial in Washington.

The collection includes George Romero's zombie movies "Dawn of the Dead" and "Day of the Dead," because Vietnam veterans appear as walking zombies. There's a collection of trading cards. Five shelves of rock-and-roll and folk tunes with Vietnam war themes, even a board game called Vietnam Survival. Roll the dice and land on various squares to depict a year's tour of duty in Vietnam. "Experience the emotions and obstacles of the Vietnam foot soldier," the box cover promises. "Ages 6 to adult."

"Universities are scared to death of collecting anything modern, in case they make a mistake or get challenged about whether it's important," says Baky, who earned a master's degree in rare manuscripts from Columbia University. "Sometimes you will make a mistake—but the danger of not going ahead is that many objects will have been destroyed by the time history shows it was significant."

Baky says one of the biggest challenges to such a collection is informing researchers that it exists. He uses the collection to produce scholarly papers each year, which he presents at national forums, just to show researchers what's available.

Jerry Lembcke, a sociology professor at Holy Cross College, attended one of those forums, heard Baky speak, and ended up viewing more than 100 of the La Salle films for his own book, "The Spitting Image," which explores the myth that Vietnam veterans were mistreated upon their return home from the war.

Lembcke, himself a veteran, says there's virtually no hard data—

from news clips to police records—that indicate veterans were harassed, spat upon or otherwise maltreated when they returned home. "I had a hunch that films played a major role in developing that myth," Lembcke says. "The films in the La Salle collection bore that out."

Researchers who know about the collection give it high marks. "It's the finest collection of its kind in the world," says Bill Ehrhart, a Philadelphia poet and Vietnam veteran recognized for his anthologies of poetry on the war.

A handful of researchers from around the world visit the collection each year but Baky also makes it accessible to La Salle's students.

"Generation Xers have this ethic of being too cool to get excited about anything, but researching with this collection has allowed them to betray an enthusiasm for the subject of the war," Baky says. "These kids have relatives with direct involvement in the war, and they've never been able to talk to them about it and have lived in the shadow of that silence all their lives."

The project has also provided Baky with a constructive way to deal with the pent-up emotions from his own Vietnam experience. "I think I tunneled my anger and anxiety and all that negative stuff into creating something positive," he says, "a locus of truth for future generations."

The Psychological CEO

Michele Volpe, '86 MBA, began her career treating chemically dependent people. Today she's one of the most influential women in the health professions

By Robert S. Lyons, Jr., '61



Michele Volpe is chief operating officer of The Hospital of the University of Pennsylvania and the Presbyterian Medical Center of the University of Pennsylvania Health System.

Michele Volpe, '86 MBA, has always had an avid interest in people and organizational dynamics. She's also pretty good at team-building.

That's why the former psychology major, who began her career treating chemically dependent people, has become one of the most influential women in the health professions as chief operating officer of The Hospital of the University of Pennsylvania and the Presbyterian Medical Center of the University of Pennsylvania Health System.

Volpe was named COO of both institutions last December, overseeing 15,000 employees and 900 licensed beds. She has enjoyed an impressive career in the management, planning, marketing and development of a number of hospitals. She quadrupled the occupancy rate at Philadelphia's Mt. Sinai Hospital and transformed it from an acute-care community hospital into a dynamic, hybrid specialty acute facility. Before that, she was instrumental in the development and growth of the mental health, drug and alcohol component of the former St. Luke's Hospital that would soon evolve into the North Philadelphia Health System.

"I've always been interested in people and in how organizations are run," says Volpe who earned her bachelor's degree in psychology at Temple University. "Over the years I've been very fortunate in being part of some really good teams and having bosses who have taken the same pride and have been very spirited about developing very strong teams. Mentors who were interested in me and helped map out good career direction.

"Also, I like people! I really do! I hope that I look for the best qualities in people. You tend to hire people who have business skills but who have

the same concerns about people that you have. In hospitals, people are our most important resource."

Volpe, who grew up in Newtown, Bucks County north of Philadelphia and now lives in Turnersville, N.J., enjoyed her days at La Salle where she earned a master's degree in health care administration. "It was a real good choice for me," she said. "The curriculum combined the required academic component with my experience in real life hospital administrative work. So I had the opportunity in the classroom, particularly in my health care courses, to work with teachers who were CEOs managing large institutions and administrators who were working at very high levels of health care systems."

At the time, Volpe was running the mental health portion of St. Luke's, then headed by the late Dr. James C. Giuffre, '35. She had begun working there as a young intern counseling psychotherapy patients but made the switch to the administrative side after putting together a successful training program for physicians. Soon she was charged with developing a new mental health center which included moving all inpatient and outpatient services, planning a new building which was being funded by

**When I first started putting
this team together,
folks from Mother Ship thought
"this is an impossible situation."**

the commonwealth of Pennsylvania. "Just the experience of getting the funding, putting up a building, and moving services into a specialty hospital really provided me with an opportunity to learn how hospitals were run," recalled Volpe. "Dr. Guiffre was very influential in actually getting the funding. He was very supportive of that population at time when other hospitals did not see the chemically-dependent and mentally-ill as a group that they wanted to provide services for. Since then it became very popular to do so."

After a short stint as a Philadelphia-based executive for a West Coast managed-care insurance company, Volpe returned as chief operating officer of the North Philadelphia Health System that had now expanded to two hospitals. Two years later, she was recruited as CEO of Mt. Sinai Hospital, a struggling 225-bed acute-care facility in South Philadelphia-part of the Graduate Health System. The first day on the job, she observed the number of patients—38. She spent the entire next day on her rolodex. "I called everyone I knew, telling them I was there and that we were open for business. I described what we had and what we were looking to change into. I then started out recruiting a senior team, looking for enthusiastic people who knew their business and had contacts."

Over the next few years, Volpe also instituted comprehensive mental health, restorative care, occupational medicine, and physical medicine facilities at Mt. Sinai. "In fact, we offered programs on the mental health side that competed very aggressively with the free-standing mental health hospitals and we had just as many beds as they did," she recalled.

"I probably enjoyed those days the best. They were fascinating. I found South Philadelphia to be a wonderful community to work in. I had a great

management team that put together a very unique type of what we called a boutique hospital where we minimized but still provided the acute care piece and built up the physical rehab and the mental health components. Soon we were considered one of the major players in both those specialty areas."

Mt. Sinai Hospital turned itself around financially by the end of Volpe's first year and each year afterwards did progressively better. By the time she left to take over Presbyterian six years later, its average-bed occupancy rate was 150. At one point, the occupancy at Sinai was actually higher than the occupancy at Graduate which was a much larger hospital.

"We all trusted one another and we all knew that the success and/or the failure of the institutions rested with all of us. The philosophy of our team was 'okay, we are going to show you that we can do what you feel is absolutely impossible.' We were the smaller hospital of the Graduate Health System. When I first started putting this team together, folks from Mother Ship, as we used to call it, thought, 'you know, this is an impossible situation.'"

Volpe was later instrumental in developing different mental health and rehab facilities and services across the entire Graduate Health system, managing these services out of the Mt. Sinai team. A successful outpatient rehab center opened on Delaware Avenue as part of a joint venture between Sinai and an insurance company. Volpe was exploring the feasibility of developing addi-

tional outpatient sites when she was approached by the University of Pennsylvania Health System in June 1996 to become COO of Presbyterian Medical Center.

"For me it was for me a perfect next step," said Volpe. "Presbyterian represented a blend of a community hospital attached to a major medical center, a fair-size teaching program with 100 plus residents coming through in all different specialty areas. It was truly very attractive to me. It was a wonderful opportunity."

Last December, in a move designed to consolidate the management of both institutions, Volpe was also named to head the Hospital of the University of Pennsylvania. "In the last couple of months we have decided that the institutions are so busy that it's really important to anchor a management team to each of the institutions and then potentially have responsibilities that cross all of the hospitals in the health system," explained Volpe, who is responsible for such issues as psychiatry, long-term care, physical medicine, research, and education as well as helping to further the integration of clinical and operational services for the two institutions.

Down the road, Volpe sees a number of challenges, especially working with managed-care companies and being able to continue to offer a high quality product in the face of declining financial reimbursement. There's also the problem of the constantly changing health care situation in Philadelphia as well as the crucial need for marketing—familiarizing the public with the University of Pennsylvania's entire health system that also includes Pennsylvania and Phoenixville Hospitals and such affiliated institutions as Chestnut Hill, Holy Redeemer, Friends, and Chester County Hospitals.

Managed-care, though, certainly tops the list, primarily because the dollar

amount that hospitals receive from managed care continues to be ratcheted down. "We still don't seem to have hit a stable period of reimbursement," says Volpe, who has seen the government move an increasing number of people that it insures into managed products, thereby lowering its reimbursements to hospitals. Other companies are doing the same. "The rates that we get literally change sometimes more frequently than on an annual basis. And they don't go up. They go down all the time."

The health care situation, at least in Philadelphia, has changed tremendously. "It just changes every single day," explains Volpe. "On any given day our work force is not sure what the next day is going to hold. They try to stay very focused on taking care of patients but it's hard sometimes when you're not sure who you're going to be working for tomorrow—if your hospital is going to be there or if it's going to look very differently."

Volpe blames the turmoil on the fact that Philadelphia continues to be very over-bedded. "Despite the fact that a few hospitals have closed their doors or have converted their services into something different, there are still far too many beds out there." Also, there are only two major payers in the Philadelphia market—US Health Care Aetna and Blue Cross. "That makes it very difficult. It's very important to be a part of both of those panels. The insurer has the choice of all of these hospital's health systems. And all of our hospitals have beds that are open. Fortunately, our health system, particularly HUP, is very busy and enjoys good utilization."

Volpe's greatest concern as a hospital administrator is the advent of for-profit management which has begun with Philadelphia's struggling Allegheny Health System. "None of us know what is going to happen," she says. "But having a for-profit manager coming into the arena is certainly going to change the scenery." For example, decisions regarding the payment and expenses for people who



Volpe says her most fascinating, enjoyable days were during the period when she transformed South Philadelphia's Mt. Sinai Hospital from a struggling acute care facility into a dynamic boutique hospital.

don't have insurance will be made at some distant corporate office, not at the local hospital level. "At Presbyterian, we are already providing a fair amount of free care. That's very important. But is there going to be an expectation that because we're not for profit, we're going to have to provide more. That really worries me."

So does the fact that some people will be caught in the shuffle of losing their jobs as hospitals merge and downsize. Then, there's the consumer. "We are seeing far more educated consumers," adds Volpe. "But I think that health care continues to be very confusing for a lot of people. It's often overwhelming."

Volpe, who enjoys water sports and recreational reading in her private time, puts in frequent 12-hour days. She has been

spending the greatest amount of her time recently working on physician recruitment with academic chairs and chiefs and focusing on various initiatives with Presbyterian's physician group to increase volume and expand services. There are also employee issues to deal with as well as understanding the all-important ratio of expenses to revenue. "We're always looking for opportunities actually to do business differently, to become more efficient in a more creative way without slashing" she explained. "In the Penn system we would much prefer not to lay-off. We really do look for options."

"Some people call it re-engineering. I just think it's really good old-fashioned brainstorming—looking at the work that's being done and saying 'okay, this is the way we do it. Is there a better way?'"

Branch Out Day mushrooms into tradition of community service for more than one-third of La Salle's students

Three years ago when Lew Clark, '98, initiated Branch Out Day, he was hoping that about 150 students would participate in a day of community service, have a rewarding experience and a little fun at the same time. More than 500 people registered. Last year he planned for 600 volunteers and ended up with 1,000. This year, on Sept. 26, the organizers hoped to match that total and ended up with hundreds more.

"The event has exceeded our fondest expectations," says Clark, who now teaches religion at Philadelphia's Archbishop Ryan High School and recently served as La Salle's acting coordinator of service programs. "It has almost become an instant tradition at La Salle."

Indeed it has! In addition to hundreds of students, the event attracts scores of high-ranking university administrators—including president Nicholas A. Giordano, '65—as well as members of the Board of Trustees, faculty, staff, and alumni and their children. Even Manhattan College sent about a dozen students down to see what Branch Out Day was all about.

"That's the most positive aspect," says Clark, who majored in communications and minored in business as an undergraduate. "Seeing the wide number of people that have become involved in Branch Out. It's quite gratifying when you look out at 9:30 on a Saturday morning and see the (campus) quad jam-packed with a sea of people ready to do this work in the community."

The volunteers worked at more than 30 locations in Philadelphia, most of them in the Germantown, Olney, and Logan neighborhoods surrounding La Salle—but as far as West Philadelphia, Kensington, and the San Miguel alternative school for boys in Camden, N.J., staffed by the Christian Brothers. Some of them ran a benefit car wash. Others spruced up school yards and recreation centers, pulled up weeds and planted flowers at nearby churches, visited residents at nursing homes, or delivered meals to shut-ins. Hundreds of children from the area were also invited to La Salle's campus that day for a carnival that



Lew Clark (left) discusses Branch Out Day with Bob Scott, Margo Cottone (seated foreground), and Heather Kilmer. Next year the organizers hope to encourage even more involvement from the alumni.

included face-painting, clowns, games, and relay races.

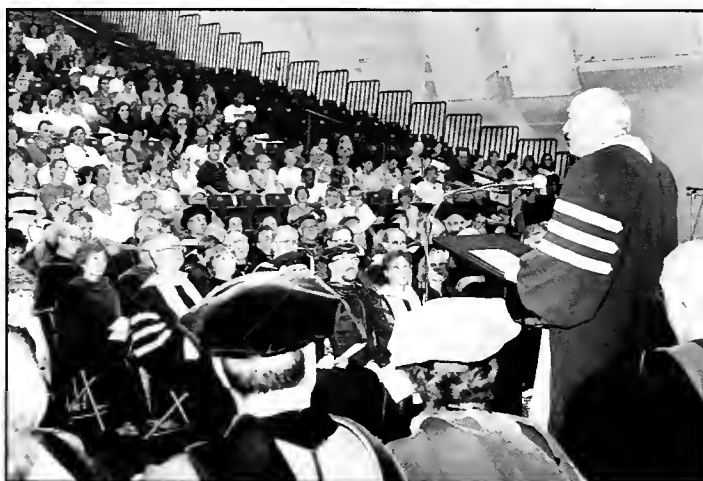
Naturally, La Salle's volunteer effort—which involved about one-third of the university's undergraduate student body—has been well-received and appreciated by community leaders. At nearby St. Vincent DePaul Parish, where volunteers scrub the soup kitchen, hose down the chairs, clean the floors, and even serve meals, church officials tell Clark: "Thank God for Branch Out. We look forward to it every year because that's our spring cleaning day. If La Salle's volunteers didn't come, we wouldn't have our soup kitchen all cleaned up and looking sharp."

Students who visited Family House/NOW in West Philadelphia were so moved by their experience that they returned to provide a Halloween party for the children and have expressed an interest in volunteering monthly at the facility.

"When you read through the evaluations," says Clark, "you think, 'Wow, we really made a difference today.'"

This year's event was coordinated by La Salle undergraduates Margo Cottone and Bob Scott and Heather Kilmer, interim director of the university's Center for Community Learning and Outreach.

La Salle president Nicholas A. Giordano, '65, presided at a convocation welcoming new freshmen and introducing them to the academic life of the university on August 26 in the Hayman Center. Other college officials, distinguished faculty members, and student government leaders also addressed the new students and their guests.



La Salle's Hill Creek Nursing Center Dedicated



Community leaders, government officials, and area residents gathered on Sept. 16 for the grand opening of the newest site of La Salle's Neighborhood Nursing Center at the Hill Creek Public Housing complex in Northeast Philadelphia. Helping to cut the ribbon were (from left): Philadelphia Health Department commissioner Estelle Richman, La Salle's provost Richard Nigro, Philadelphia Housing Authority executive director Carl Greene, Hill Creek Tenant Council president Dorphine Hayward, Pennsylvania State Senator Shirley Kitchen, former PHA director John White, Hill Creek site manager Linda Flemming, La Salle's Neighborhood Nursing Center director Dr. Kay Kinsey, La Salle president Nicholas Giordano, and Philadelphia City Councilwoman Marion Tasco.

Rev. David E. Beebe, '57, Joins Campus Ministry Center Staff

Rev. David E. Beebe, '57, has been appointed priest on the staff of the university's Campus Ministry Center.



Father Beebe, who was ordained in the Diocese of Camden (N.J.) in 1961, returns to campus with 37 years experience as a priest, educator, and administrator including three years as campus minister at Rowan University of N.J. and five years as pastor of Holy Rosary Church, in Cherry Hill, N.J.

He has conducted workshops at every educational and spiritual level as a representative for religious education for the U.S. Catholic Conference, in Washington, D.C., as diocesan director of religious education and, later as director of the Diocesan Synod in Camden, and as director of the St. Pius X Spiritual Life Center, in Blackwood, N.J.

In addition to teaching graduate and undergraduate religion courses at La Salle, Father Beebe has also taught at Gloucester Catholic and Camden Catholic High Schools, in New Jersey, has served as an adjunct professor in a graduate ministry program for the Archdiocese of Miami, Fla., and as chairman of the Continuing Education Committee for Priests in the Diocese of Camden.

A philosophy major as an undergraduate, Father Beebe earned a M.A. in religious education from La Salle in 1970 and a M.Div. from St. Mary's Seminary and University, in Baltimore, in 1978.

University Ranked 16th in *U.S. News & World Report* Survey; Also Selected for Barron's "Best Buys in College Education"

For the seventh consecutive year, La Salle has cracked *U.S. News and World Report's* top 20 ranking of regional universities in the North. The university has also been selected by Barron's as one of the nation's "Best Buys" in higher education.

La Salle's highest scores in the *U.S. News* survey were in academic reputation and graduation and retention rate. La Salle has improved its standing to 16th this year from 18th last year and 20th two years ago.

"We're pleased about the improvement in the ranking," said Raymond A. Ricci, the university's vice president for enrollment services. "The fact that

we've been selected by Barron's for their guidebook is another indication that we meet the challenge of providing a high quality, affordable education. La Salle began by teaching the children of immigrants and working class families, and today it's nice that we're recognized as a school that still works to offer value."

Barron's ended its La Salle entry by quoting a recent graduate: "At La Salle, the high achiever has competition, the underachiever has motivation and the average student has the attention of an interested faculty. La Salle makes the individual feel as though he or she has actually received the full value for the money spent."

NSF awards area math program based at La Salle \$2.6 million to retrain teachers

The National Science Foundation has awarded the regional Interactive Math Program a \$2.6 million grant to instruct teachers on a new curriculum that has had dramatic results in raising student test scores and interest. The IMP program, based at La Salle University, will retrain educators from seven area school districts during the next five years.

IMP uses a problem-based approach to mathematics. Students work in groups and are asked to solve real-life problems using calculators and other technology. Instead of using straight courses in algebra, trigonometry and calculus, students learn statistics, probability and matrix algebra. They are also required to read and write extensively.

"Not only do IMP students do better than non-IMP students in math scores, they do better in science and reading tests," says Joe Merlino, co-director of the Regional IMP. "The students don't just sit back and learn the math formulas, they learn how to solve problems that they'll encounter in job situations. It's actually fun for them."

Pilot programs for IMP have been used in several states for the past few years with dramatic results. Even for teachers, says Merlino. "What we do is fundamentally

change the way they teach. It's a metamorphosis. They get excited and enthused about using it. They enjoy it, the students enjoy it. Everybody wins," he says.

One "problem" students have used in the pilot programs is "The Pit and the Pendulum." In this scenario, the students observe a person—sometimes the district superintendent—tied to a table with a blade swinging lower and lower. The students have to calculate how much "time" it will take for the blade to reach its mark.

Teachers must take 60 hours of training a year for four years, including intensive summer programs and continuing training throughout the academic year.

Pennsylvania school districts participating are Philadelphia, Bethlehem, Swarthmore-Wallingford, and Souderton. In New Jersey, the Cherry Hill and Pennsauken districts are involved. In all, 27 middle, junior and senior high schools will have their teachers in the program.

An unusual component of the program is that individual teachers don't sign up for the program; the entire district, including the superintendent, has to agree to participate and all of its math teachers must take the training, says Merlino.

University Names New Directors of the Annual Fund and Planned Giving



G. Anthony DelFranco has been named director of the university's Annual Fund, succeeding Andrew Jaffe, who resigned in July to become director of development at the Sarasota Film Society, in Florida.

DelFranco has served for the past four years as assistant director of operations and program manager of The Development Center, in Philadelphia. In this capacity, he supervised the telemarketing aspects of La Salle's recent Annual Fund and Hayman Center campaigns.

In addition to conducting of seminars on fund-raising and motivational sales techniques, DelFranco has managed annual, capital campaign, membership, and special appeal drives for educational and cultural institutions, hospitals and social service agencies.

A native of Philadelphia, DelFranco is a graduate of Northern Michigan University where he majored in communications and business management. He also served in the U.S. Air Force for 12 years and has worked as a restaurant manager, a business manager of two automobile dealerships, and as an independent sales agent for a communications company.



Gregory J. D'Angelo, '77, has been appointed La Salle's director of Planned Giving, it was announced by Dr. Fred J. Foley, Jr., vice president for development.

D'Angelo, who majored in accounting and finance at La Salle, has 26 years of experience in his own consulting business as well as a senior trust officer and assistant vice president in the charitable trust units of a number of Philadelphia financial institutions including the Fidelity, First Pennsylvania, and CoreStates Banks.

At First Pennsylvania, D'Angelo rebuilt and, subsequently, managed its Charitable Trust Department which had trusts, endowments, and foundations with assets totaling \$600 million. He was also responsible for overseeing the management of the John G. Johnson Art Collection at the Philadelphia Museum of Art. The largest collection in the museum with more than 1,250 paintings, it required a separate staff of three curators and ten guards.

After leaving First Pennsylvania following the CoreStates merger, D'Angelo opened his own consulting firm, The Charitable Sense Group, that provided management and development services to nonprofits and local governments.



The newest members of the De La Salle Society were honored at a reception at the new Bucks County Center on Sept. 12. Pictured (from left) are: William J. McCormick, '58, and his wife, Jacqueline; La Salle University president Nicholas A. Giordano, '65, and his wife, Joanne, and Joseph G. Markmann, CPA, '49, and his wife, Dorothy. The society is comprised of major donors whose cumulative gifts to the university total \$100,000 or more.

New Digital Arts and Multimedia Design Major Prepares Students For The Computer Age

La Salle University's new Digital Arts and Multimedia Design major finally puts to rest the old belief that computers are only for an elite group of technological wizards.

Today, computers are used in nearly every facet of business. Their importance is also growing in almost every home, where they've become informational resources and consumer venues. Businesses that want to grab these potential customers have to make sure they're noticed in the electronic world of the Web. They need Web page experts who can help them do that.

"The Web is the growing communication tool. Everybody will soon be communicating through it" said Peggy McCoey, Digital Arts and Multimedia Design Program Director. "In order to function in the 21st Century, you're going to need to be Web savvy."

"There are very few people out there who really have the expertise right now—it's such a new and developing technology," she added. "To stay a step ahead, this program should actually give you some of the groundwork."

La Salle's new undergraduate major allows students to take a variety of courses in fine arts, psychology/human computer interaction, communication, computer science, English and web commerce. They're designed to broaden students' core digital design requirements, and let students create their own focus. They can also participate in co-ops and internships that give them on-the-job experience. Graduates will have the skills to become Website Administrators, Interactive Web Magazine Publishers and Graphical User Interface Developers.

"There's no other program in the area that allows a student to take creative, artistic abilities and blend them so well with other disciplines," McCoey said. "The computer isn't the focal point—it becomes the tool."

"This is an arts program in the plural sense. Not just fine arts, not just English, not just music—it's a merger of all three. Plus, it's communication techniques, marketing overviews and human interactions," she said.

For additional information, call 215/951-1096.

University Introduces Nutrition Major

Eating disorders, alternative medicine, an aging population.

The American Dietetic Association's 1997 Nutrition Trends Survey found that 79 percent of Americans believe nutrition is important in their lives. La Salle University, aware of an increasingly more health-conscious society, is preparing its students for careers in this field.

"There is an extreme interest in nutrition in the United States right now," said Theresa Giglio, acting director of the new major. "The job market is wide open."

La Salle's major will provide students with basic knowledge of food nutrients, how they interact in normal human physiology, nutrient deficiency diseases and the different nutritional needs humans have at different stages of their lives.

Courses will also include public health issues, food selection and preparation, and principles of food service

management. Three courses will be offered in medical dietetics and one will be offered in nutrition education and counseling.

Students will also be required to take classes in biology, chemistry, economics, statistics and mathematics.

There will also be career opportunities in research, government, public health, and the food industry.

La Salle will also help place students in internship programs where they can apply to be registered dietitians.

"We are encouraging students to get involved in research because there is so much information out there on nutrition and alternative medicine that people need to learn what is accurate and how to disseminate that information to the public," said Giglio.

For further information, call 215/951-1245.

alumni notes

SCHOOL OF BUSINESS ADMINISTRATION

'49
50TH REUNION
MAY 15, 1999

'54
45TH REUNION
MAY 15, 1999

'54
Joseph Dawson has completed three years as president of the Sterling (N.J.) Kiwanis Club.

'58
Edward Bader was recently re-elected to the Bensalem Township (Pa.) Board of Auditors and was re-appointed to the Bucks County Agency on Aging Advisory Council.

'59
40TH REUNION
MAY 15, 1999

'64
35TH REUNION
MAY 15, 1999

'64
Joseph Willard, F.S.C., Philadelphia Archdiocesan Associate to the Vicar for Administration and a university trustee, received the "Papal Honor of the Cross, Pro Ecclesia et Pontifice" in a ceremony presided over by Cardinal Anthony Bevilacqua.

'69
30TH REUNION
MAY 15, 1999

'67
Martin J. Reddington, president

of Reddington Real Estate, in Ardsley, Pa., participated in his first marathon, a 26 mile event in Anchorage, Alaska to raise money for the Leukemia Society Team in Training program.

'73
Brian Belcher has formed his own real estate firm, the Belcher-Pregmom Commercial Real Estate Company, in Plymouth Meeting, Pa.

'74
25TH REUNION
MAY 15, 1999

'74
Eugene Cattie is president of the Florida Education Lenders Association, which represents all lenders providing student loans for Florida schools. **Robert Drennen** retired from the Philadelphia Fire Department after 24 years. His last assignment was as a battalion chief in center city Philadelphia. **Drennen** was recently appointed as director of the Graduate Environmental Protection and Safety Management Program at St. Joseph's University.

'79
20TH REUNION
MAY 15, 1999

'81
John D. Rossi, III, has earned the Certified Financial Planner (CFP) Certification. **Rev. Joseph A. Tracy** completed a license in Moral Theology (S.T.L.) at the Accademia Alfonsiana in Rome and is continuing doctoral studies there.

'83
Daniel F. O'Brien was recently promoted to vice president of operations for Advanced Health Corporation, a physician practice

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

Alumni Association Brunch and Meeting.....January 10
Warren E. Smith African American Award Dinner..January 22
Hall of Athletes Luncheon and Induction.....February 6
Alumni Association Board Meeting.....March 10
Charter Dinner.....March 20
Alumni Association Board Meeting.....May 5
Reunion Weekend 99.....May 15
Baccalaureate Liturgy/Senior Faculty Reception.....May 22
Commencement/Alumni Induction Ceremony.....May 23

management company located in Malvern, Pa. Additionally, **O'Brien** recently passed the Certified Medical Practice Executive exam.

BIRTH: to **Paul J. Tyer** and his wife, **Joanne Saponara Tyer** ('84 BBA), a son, **Matthew Joseph**.

'84
15TH REUNION
MAY 15, 1999

'84
BIRTH: to **Joanne Saponara Tyer** and her husband, **Paul J. Tyer** ('83 BBA), a son, **Matthew Joseph**.

'86
MARRIAGE: **Raymond C. Mohr** to **Kelly Lynn Schaeffer**.

'88
MARRIAGE: **Robert Weaverling** to **Maureen Clark**.
BIRTHS: to **Ann Lichtey Avallone** and her husband, **Don**, a son, **Joseph Michael**; to **Donna Young Taccetta** and her husband, **Chris**, a daughter, **Samantha Elise**.

'89
10TH REUNION
MAY 15, 1999

'89
Andrew L. Shields has been named facilities planning manager for The Harleysville Insurance Companies, headquartered in Harleysville, Pa. In this position, **Shields** is responsible for the real estate department of corporate headquarters and field operation locations.

'90
Mark W. Falvo recently established Corporate Search Partners, a national professional finance, accounting, banking, and technology search firm located in Dallas, Texas. CSP currently has eight employees and is planning to open a second office in Austin, Texas.



Keil

'91
Jason M. (Jake) Harris has been promoted to assistant vice president of program operation with Legion Insurance Company, a division of Mutual Risk Management, Ltd., in Bermuda. **Denise E. Keil** has been appointed assistant vice president financial consultant in the Doylestown (Pa.) office of Merrill Lynch.

'92
MARRIAGE: **Patricia Daly** to **Joseph Simmers** ('92 BA).

'94
5TH REUNION
MAY 15, 1999

'97
Robert G. Carney has been selected as an "Emerging Leader" by the National Congress for Community Economic Development and participated in their National Policy Conference in Washington, D.C. **Jasper Van Teeseling**, who lives outside Amsterdam, Netherlands, is playing professional basketball in Belgium.

'98
MARRIAGE: **Michael Gizzi** to **Sarah Haynes**.

SCHOOL OF ARTS & SCIENCES

'49
50TH REUNION
MAY 15, 1999

HONOR ROLL OF DONORS CORRECTIONS

The following donors were inadvertently omitted or listed inaccurately in La Salle University's 1997-98 Honor Roll of Donors:

University Club (\$10,000 to \$24,999)

J. Anthony Hayden/Hayden Real Estate
Diana E. Smith and Peter F. Smith

Dr. Flubacher Club (\$5,000 to \$9,999)

Dennis S. Marlo, CPA

President's Club (\$1,000 to \$2,499)

William J. Leimkuhler

Anniversary Club (\$125 to \$249)

Patricia and Kevin Finlay

The Development Office deeply regrets these omissions/inaccuracies and apologizes for them.



Mr. and Mrs. Lomax

'53 **Walter P. Lomax, Jr., M.D.**, a member of the university's Board of Trustees, and his wife, Beverly Hill Lomax, have been named as the American Heart Association's 1998 Edward S. Cooper, M.D. Award recipients. The couple is being honored in recognition for their decades of outstanding service to the medical community and their championing of causes relating to the health and welfare of residents throughout Southeastern Pennsylvania. This award is named in honor of Dr. Edward S. Cooper, an internationally respected expert in stroke, hypertension and cardiovascular diseases. Dr. Cooper also served as the first African American President of the National American Heart Association.

'54
45TH REUNION
MAY 15, 1999

'59
40TH REUNION
MAY 15, 1999

'61 **Daniel Brennan** has been named vice president for development at St. Joseph's Preparatory School, in Philadelphia. **Brennan** has been an instructor in French at the Prep for 37 years and has also taught at St. Joseph's University for 30 years.

'63 **Joseph L. Folz, CPCU**, has been named vice president of commercial lines underwriting for The Harleysville Insurance Companies, headquartered in Harleysville, Pa. In his new position, **Folz** manages various corporate initiatives and provides support to subsidiary operations.

'64
35TH REUNION
MAY 15, 1999

'64 **Walter M. Mathews** has been dean of academic affairs at New York's Long Island University for ten years. **Mathews** is now focusing on

international activities at the university, particularly the Okinawa and Korea Centers he founded, and the Japan, Kuwait and Middle East initiatives he has begun.



McCullough

Joseph E. McCullough has been appointed to senior vice president of McGrann Associates' utility unit. Based in Mount Laurel, N.J., this consulting firm provides a wide range of energy-related services to builders, architects, utilities, and those concerned with energy conservation.

'67 **Louis J. Beccaria** was appointed president of the new Phoenixville (Pa.) Community Health Foundation, which was formed to address the community health needs of residents in that area. Since 1992, **Beccaria** has served as president of the Stewart Huston Charitable Trust, in Coatesville, Pa. **Augustin Schwartz, M.D.**, is engaged in the practice of medical oncology and hematology at the Cancer Institute of Good Samaritan Medical Center, in West Palm Beach, Fla. **Dr. Schwartz** is also a consultant in medical oncology at Duke University Medical Center, in Durham, N.C.

'68 **Michael Wargo, Esq.**, is teaching American Law at the East German University. He and his wife live by the Polish border in Prussia, where both are researching their books leisurely and enjoying their newborn second son, Robin.

'69
30TH REUNION
MAY 15, 1999

'69 **Francis D. Heron** has been named director of health resources for the U.S. Public Health Service, covering all of the mid-Atlantic and New England states. **William R. Sasso, Esq.**, a member of the university's Board of Trustees, was appointed "Knight of the Order of St. Gregory the Great," a papal honor, presented by Philadelphia's Cardinal Anthony Bevilacqua.

'71 **Frank Danielski, F.S.C.**, had a shell named after him at La Salle College High School, in Wyndmoor, Pa., where he is campus minister.

'72 **David L. McKenzie** was appointed "Knight of the Order of St. Gregory the Great," a papal honor, in a ceremony at the Cathedral Basilica of SS. Peter and Paul, in Philadelphia.

'73 **Navy Captain Charles W. Frey** recently assumed duties as commanding officer of the Fitting Out and Supply Support Assistance Center, in Norfolk, Va.

'74
25TH REUNION
MAY 15, 1999

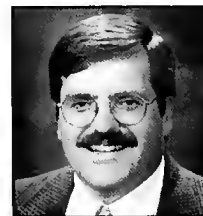
'74 **Joseph W. Cunningham, Esq.**, is now associated with the Philadelphia law firm of Schubert, Bellwoar, Cahill & Quinn, specializing in litigation.



Cunningham

Cunningham is also the president of the Society of Blessed Gianna Beretta Molla, a group promoting holiness in the family and sanctity of human life.

'76 **Gerald T. Hathaway** is now a partner in the newly opened New York City office of Bingham Dana LLP, one of the 100 largest law firms in the United States, based in Boston. **Hathaway** is the head of the labor and employment practice group of the New York office, where he represents foreign multinational companies, as well as U.S. based media and entertainment companies.



Weikel

Joseph W. Weikel was appointed vice president and general counsel for PHH Vehicle Management Services, in Hunt Valley, Md. **Weikel** is responsible for all legal matters pertaining to the company, including legislative and industry relations.

'78 **Steven M. Carr** is a partner in the law firm of Rhoads and Sinon, LLP, in York, Pa.

'79
20TH REUNION
MAY 15, 1999

'79 **Frank Domzalski, M.D.**, is the director of emergency medicine at Lima (Ohio) Memorial Hospital. **Robert H. Goldschmidt** has been named principal of the Pitman (N.J.) Middle School. **Goldschmidt** and his wife Karen live with their three children in Washington Township, N.J. **Daniel F. Polsenberg** has been elected vice president of the State Bar of Nevada, which regulates the legal profession.



Polsenberg

Polsenberg is also vice president of Beckley, Singleton, Jemison, Cobeaga & List, one of Nevada's oldest law firms, where he heads the special litigation and appeals unit.

'80 **Robert M. McKain, Esq.**, formerly of Martin J. Silverstein, L.L.C., opened a law office with an old law school classmate. Clinton & McKain, Attorneys at Law, is located in The Bourse Building in center city

(continued on page 22)

La Salle on the Internet

You can e-mail the Alumni Office at
alumni@lasalle.edu

If you would like to learn what's going on at the university, visit our Homepage at **www.lasalle.edu**

The "Quality of Life" Judge

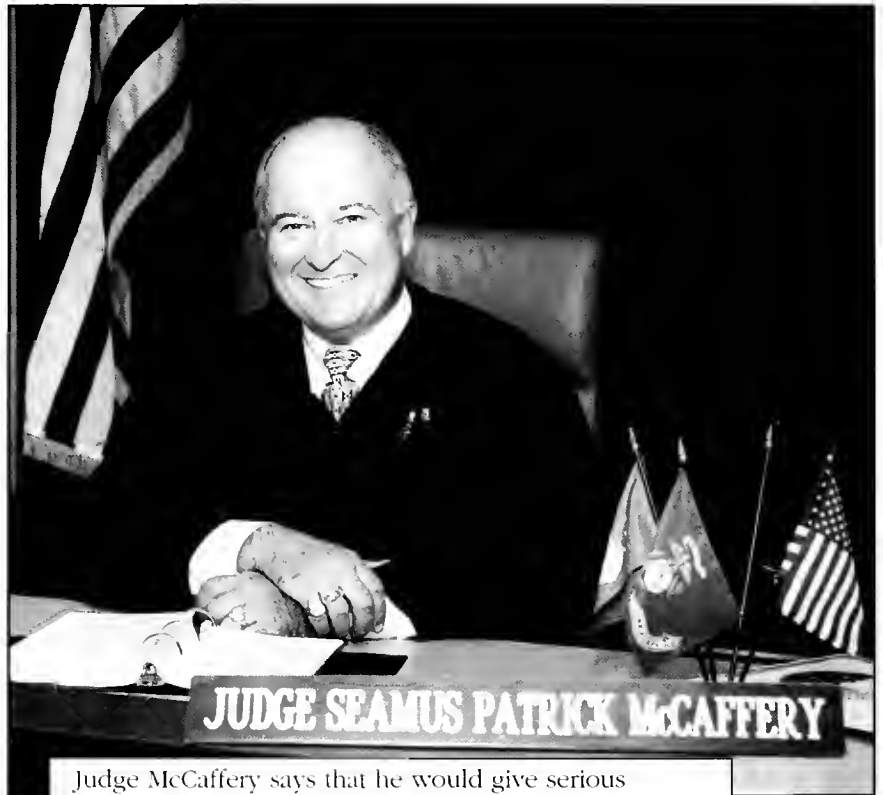
Seamus P. McCaffery, '76, helped solve some of the city's high-profile criminal cases as a Philadelphia cop. He's still solving neighborhood problems from the Municipal Court bench

By Robert S. Lyons, Jr., '61

Whether he's rumbling down I-95 on his motorcycle, presiding over his courtroom in the Criminal Justice Center, or meting out justice in the nation's only neighborhood night court, Seamus P. McCaffery, '76, clearly enjoys his job as the city's first former policeman to be elected a Philadelphia Municipal Court Judge.

"Some of it's magic and some of it's tragic, but I'm having a great time," said McCaffery recently while relaxing in his center city chambers. Described by *The Philadelphia Inquirer* as the city's "Quality of Life Judge," the native of Northern Ireland also is credited with improving the quality of life for thousands of football fans last year after attracting national attention by instituting the National Football League's first "Nuisance Court" at Philadelphia's Veterans Stadium.

"The big joke on the radio these days is that I'm the only short, bald white guy to make NFL history without



Judge McCaffery says that he would give serious consideration to a shot as Philadelphia district attorney.

wearing a helmet," said McCaffery, who was born in Belfast and grew up near La Salle's campus in Germantown. He decided that he wanted to be a judge while serving as a Philadelphia cop for 20 eventful years that included helping to solve some of the city's most high-profile criminal cases as a plainclothes vice/narcotics investigator and homicide detective, and acting as an advisor to actor Harrison Ford.

McCaffery attended night classes at La Salle for almost six years while serving as a patrolman, earning money on the side as a security guard in Hayman Hall. After earning a bachelor's degree in criminal justice, he got a master's degree in political administration at Temple University, then enrolled in Temple's Law School while working as a homicide detective.

"My first day in law school, the dean asked everybody in the auditorium what they wanted to be," recalled McCaffery, "I said that I wanted to be a judge. Everybody laughed and snickered, but, needless to say, I was the first and only judge to date out of my graduating class."

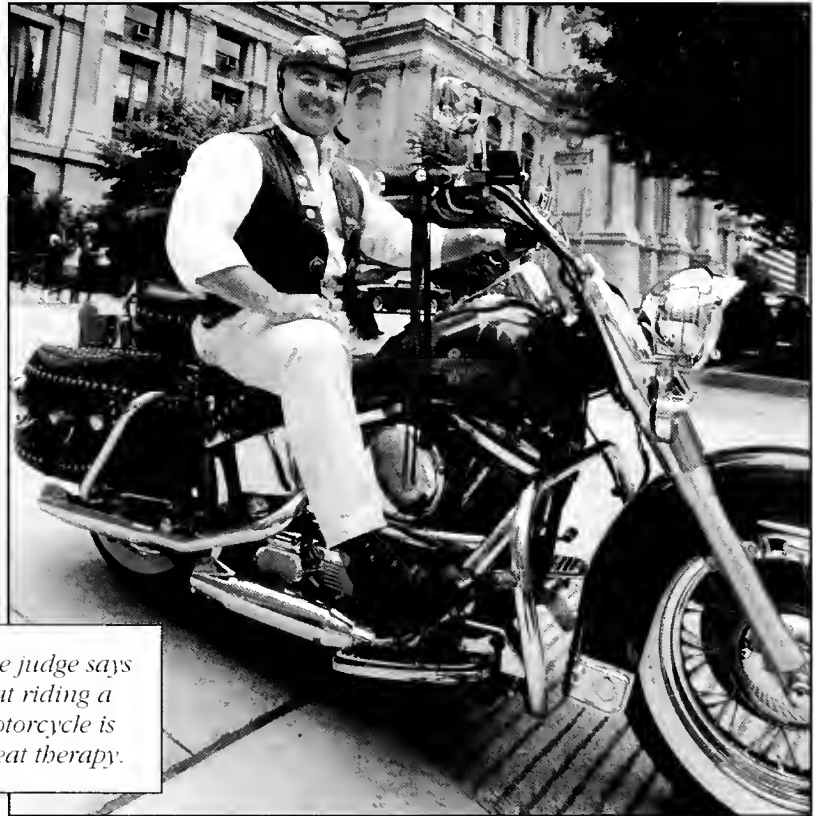
McCaffery retired from the police force in 1989 after earning his law degree and joined the Philadelphia law firm of Lavin Coleman Finarelli & Gray. He also got active in politics and worked as a volunteer lead associate counsel for Philadelphia's Democratic City Committee. He was elected as a trial judge in the First Judicial District of Pennsylvania in 1993.

"I wanted to become a judge in the worst way because I sat in these courtrooms for 20 years as a cop," McCaffery explained. "I often felt that the police and the victims just weren't understood by the courts. I felt that the judges didn't have a clue as to what was going on in the streets. I felt that there needed to be somebody who could bring that different perspective to the bench. I think that a lot of my activities have helped to stretch the mindset of the judiciary."

Two years later, Councilman James F. Kenney, '80, asked McCaffery for help in alleviating the increasing wave of nuisance crimes plaguing residents of his district in South Philadelphia. Things like underage drinking, vandalism, rowdy and disorderly crowds were making life miserable, especially for senior citizens on nights and weekends. Often the police were stymied. Many of those who were picked up would simply give false names and addresses. Bench warrants were issued but the manpower was often diminished when the officers were pulled off their beats to testify. On their day off, police had to be paid overtime.

In May 1996, after obtaining permission from Philadelphia's President Judge, McCaffery, in full robes and with a full staff, introduced the nation's first volunteer neighborhood night court in the 11th and Wharton street police district. "It was a totally different concept," explained McCaffery. For the first time ever, police were able to make an arrest and bring a suspect right before a judge in a courtroom. By the time the court adjourned at 3:00 A.M., 50 cases had been heard involving petty crimes.

"It was even more of an overwhelming success than we had anticipated," added McCaffery. "It basically sent a big message to the community that finally somebody's listening. We weren't going to put up with this type of behavior anymore. We were going



The judge says that riding a motorcycle is great therapy.

to put some civility back in the neighborhoods."

From that day on, the unique idea snowballed. McCaffery took his court by himself to every neighborhood in the city for about six months before other judges began joining in. Now there are 15 judges who rotate visits to every part of the city on Friday and Saturday nights. Last year the court was in session 40 weekends and judges have worked for three straight years on Mischief Night in every neighborhood. "Quality of Life" crimes have decreased by almost 25%.

McCaffery holds the record for cases tried on Philadelphia's South Street, a popular weekend visitor's spot—103 defendants, most of them for curfew violations. Court was set up in Manayunk this year for the famous bicycle race and Main Street Stroll with 20 arrests being made.

"This is our way of giving back to the community," said McCaffery. "Let these people know that we hear their

problems. It's also great for police morale." The concept has also impressed Philadelphia's new police commissioner, John Timoney, who said on local television recently that he "couldn't believe" that Philadelphia had all those judges volunteering their time. "In New York, they'd all be asking for overtime," he explained.

A courtroom was built in Veterans Stadium after Philadelphia Eagles owner Jeffrey Lurie requested help following last year's Monday Night Football game with the San Francisco 49ers. That's the game when 60 fist fights erupted in the stands and someone fired a live flare gun into the crowd. The first game after that when McCaffery convened his court (against Pittsburgh), 20 arrests were made. The number decreased to five for the next game against Cincinnati and only two arrests were made when the New York Giants came to town for a game that usually elicits a high degree of rowdiness.

Some people accused McCaffery of "showboating" and charged that

people's rights were being violated. Most of the criticism subsided, however, when they realized that the judge had been taking the night court to the neighborhoods for 18 months. Furthermore, the sentences included nothing worse than fines or community service and "drunks" weren't being tried as civil libertarians feared. "Anybody who was obviously intoxicated was transported to a hospital and their cases were continued," said McCaffery. "We do everything by the book. Although we are not required to provide attorneys for people charged with summary offenses, we will set bail and schedule a later appearance for people requesting legal representation."

McCaffery has other critics who don't think it's a great idea for judges to be volunteering their time on weekends in the neighborhoods. Some defense attorneys also think that he's too tough. "I tell everybody that I'm a victim-oriented guy," explained the judge who estimates that he has given out more than 200,000 hours of community service as part of his sentences. "People who are victimized on the street are not going to be victimized in my courtroom. I think I'm fair but I'm tough. A lot of people consider me refreshing. I'm not a radical. I'm not a loose cannon. I'm just somebody who has been a participant observant of society and I call it the way I see it."

McCaffery has been riding cycles ever since his younger days in Germantown. Unless he has to dress up for a meeting in town, he rides it to work from his Northeast Philadelphia home every day it's warmer than 40 degrees. "I get on it as much as I can," he explained. "To me riding a motorcycle beats a therapist. It gives me a chance to think, to just get out there and open up. A lot of times I'll take it out onto route 95, hit the Blue Route, then come all the way back around to work."

McCaffery, who came to the United

States at the age of five, served for 17 years in the U.S. Marines on active duty and in the reserves, rising to the rank of captain. He transferred to the U.S. Air Force Reserve in 1985 and is now a major assigned to the Air Mobility Warfare Command, specializing in ground combat, anti-terrorism, special weapons, and non-lethal weapons training. He has received numerous awards and recently became the first judge inducted into the Pennsylvania Law Enforcement Hall of Fame.

The judge also has fond memories of his college days at 20th and Olney. "My parents always stressed a Catholic education and La Salle always had the best reputation," he recalled. "I had a lot of fun, a lot of growth at the time. It was just a great experience. If La Salle had a law school, I would have gone there, too."

McCaffery, who served as a consultant to Harrison Ford while "Witness" was being filmed in Philadelphia, met his wife, Lise Rapaport, a Harvard-educated lawyer, while he was working in homicide and she was an assistant Philadelphia district attorney. He has three grown sons by a previous marriage—Sean and Jimmy, who are police officers, and Brian, a student at Pennsylvania State University.

Although he finished runnerup as the endorsed Democratic candidate for a seat on the Pennsylvania Commonwealth Court last year, McCaffery has not ruled out another run for public office. He says that he would "give very serious consideration to running" for Philadelphia district attorney and also would consider moving on to a higher court.

"With name recognition comes an awful lot of suggestions," he explained. "I've made a lot of friends across the state. A lot of people, believe it or not, liked me."

alumni notes

Philadelphia and the practice is dedicated to personal injury litigation. **McKain** and wife, Judy, live in Washington Crossing, Pa., with their four boys.

'81

Eileen Matthews Sitarski is producing "Interiors by Design," 13 half-hour shows for HGTV. She was also involved in the production of an NBC 10 Healthwatch Special with Cherie Bank and Sheela Allen last February.

'82

Donna Tait Diaz, M.D., is working in a group OB/GYN practice in Columbus, Ohio. **Christopher Moran** has appeared as an extra in films shot on location in Philadelphia. He also does children's plays for Curtain Call Theatre. **Margaret Venuto** is working as a nutritionist and extension agent for Cornell University Cooperative Extension, in upstate New York. **Venuto** heads the Nutrition, Food Safety and Health program and develops nutrition and food safety programs for the county residents and professionals.

MARRIAGE: Susan Altamore to Bruce Carusi. **BIRTH:** to Donna Tait Diaz, M.D., and her husband Philip, their fourth child, a daughter, Stephanie Lee.

'84

15TH REUNION
MAY 15, 1999

'84

Joseph T. Abbott is a Labor and Employee Relations Specialist for the U. S. Customs Agency in the Detroit, Michigan area. **Edward C. (Ned) Hogan** was made partner with the law firm of Stevens & Lee, P.C. **Hogan** works out of the Cherry Hill, N.J. office and his clients include Nassau Broadcasting Partners, the owner of WPST-FM in Trenton, N.J. **John R. (J.R.) McCormack** received a master's degree in liberal arts from the University of Pennsylvania. **Michael Yuengling** has been certified by the Physical Therapy National Board and works for Healthcare Everywhere, Inc., as a traveling physical therapist, most recently working in Mississippi and Idaho.

BIRTHS: to Eileen Scher Lynes and her husband, Jeff, their sixth child, a daughter, Hannah Riley; to John R. McCormack and his wife, Jacqui, a son, Joshua Dunn.



Miklusek

'85

Kristine Miklusek has been promoted to senior vice president of marketing for NRT Incorporated, in Parsippany, N.J. It is the nation's largest independently owned and operated residential real estate company. **Ursula O'Reilly** received a master's degree in education from Holy Family College.

'86

Kevin G. Lowery, who had been vice president for public affairs at Campbell Soup, has been named vice president for public affairs for Vlasic Foods International, one of the nine new companies recently spun off by Campbell's with 9,000 employees in five countries.

Michael J. McLaughlin was inducted into the 1998 Athletic Hall of Fame at his high school alma mater, St. John's College, in Washington, D.C.

'87

G. Russell Reiss, III, M.D., is a resident in general surgery at Allegheny University and is doing research in cardiac transplantation.

'88

Matthew F. Costello recently became board certified in healthcare management and is a Diplomate of the American College of Healthcare Executives. **John Pisa-Relli** resides in Alexandria, Va., and is an attorney with the U.S. Treasury Department's Office of Foreign Assets Control, where he handles issues related to U.S. sanctions and export controls.

BIRTH: to **Cynthia Bulman Mezzanotte** and her husband James, a son, Christopher James.

'89 10TH REUNION MAY 15, 1999

'89

BIRTH: to **Molly Gillespie Fiandra** and her husband Jay, their first child, a son, Kerry.

'90

Martrese Beck is assistant manager of creative operations for Estee Lauder Inc., in New York. **Karen McKinney Bernhardt** is a senior marketing representative for Armstrong World Industries, in Lancaster, Pa. **Brian Grady, Esq.**, is an attorney at the law firm of O'Brien and Ryan, in Plymouth Meeting, Pa.

MARRIAGE: **Maura McMahon** to **Robert J. Primus**.

'91

Timothy Ernst earned a master's degree in English from Beaver College and was promoted to marketing communications specialist at RTIS, an information and electronic services publishing house in Horsham, Pa. **Eric Tappy** is a managed care executive for Bristol Myers Squibb, in Austin, Texas.

MARRIAGE: **Joseph R. Hainthaler** to **Mary Ann Buschka** ('92 BA).

'92

Jeffrey A. Fisher has begun a career at Campbell Soup Company as an analyst programmer. **Thaddeus Nowakowski** has been appointed district sales manager for Pfizer Pharmaceuticals and will be relocating from Virginia back to Philadelphia.

MARRIAGES: **Mary Ann Buschka** to **Joseph R. Hainthaler** ('91 BA), **Kathleen Lafferty** to **Martin J. Lewin** ('93 BBA, '95 MBA), **Joseph Simmers** to **Patricia Daly** ('92 BS).

'93

Jill Flanagan is the editor of *RT Image*, a medical magazine published by Valley Forge Press. **Flanagan** was honored for two years of service as a volunteer with the Public Relations Workgroup at Action AIDS in Philadelphia.

Anthony LaRatta, Esq., is serving a judicial clerkship with the Hon. **Joseph C. Visalli** ('65 BS), Superior Court Judge in Cape May County, N.J. **LaRatta** will join the Haddonfield law firm of **Archer & Greiner** as an associate. **Courtney Bowman Reddington** is assistant director of annual giving at the University of Virginia.

Hayman Center



Pledges and Gifts

as of 10/30/98

Groups	Pledges	Amount	Gifts	Amount
Alumni	5,035	\$1,881,495	4,520	\$718,917
Other Orgs.	4	12,120	5	7,120
Parents	843	182,742	787	67,652
Matching Gifts	346	70,975	346	70,975
Faculty/Staff	45	46,411	40	18,069
Friends	15	17,535	14	12,035
Corporations Foundations	2	45,000	3	22,500
Total	6,309	\$2,256,278	5,714	\$933,518

'94 5TH REUNION MAY 15, 1999

'94

Susan Turcmanovich is videotape coordinator at WNEP-TV 16, in Scranton, Pa.

'95

MARRIAGE: **Rose Jagielo** to **John Manion**.

'96

Dennis Brown is a full-time copywriter for Audiomax, an audio production company in Blue Bell, Pa., and works part-time designing and writing marketing communication and educational materials. **Bill Ricchini** works as a freelance music critic and started his own mobile disc jockey business, Parties To Go, located in Northeast Philadelphia.

'97

Danielle Campese, **Kathleen DeFonce**, and **Michael Melchionni** are the Class of 1997 representatives to the La Salle University Alumni Board. **Kathleen DeFonce** is working at Harvard Pilgrim Health Care. **Michael Sielski** was presented with the Pennsylvania Chapter of

the Society of Professional Journalists award for "Best Sports Reporting in a Daily Paper" for a story he did on a deaf varsity basketball player. The story appeared in the Doylestown (Pa.) *Intelligencer/Record*.

MASTER OF BUSINESS ADMINISTRATION

'90

BIRTH: to **Tricia Needham Cody** and her husband, Craig, a son, Quentin Michael.

'95

MARRIAGE: **Martin J. Lewin** ('93 BBA) to **Kathleen Lafferty** ('92 BA).

MASTER OF ARTS

'97

Timothy McNamara, formerly assistant director of the university's Alumni Office, is currently teaching special education at West Windsor/Plainsboro Middle School, in New Jersey. **MARRIAGE:** **Timothy McNamara** to **Kristen Schilling**.

NECROLOGY

'37

Philip Kear, C.P.A.

'52

Joseph A. Hatch
John T. Kilcourse

'56

Edward A. Yehle

'57

Richard F. Quirk

'59

Nicholas Gomez

'63

Thomas J. Moynihan

'66

Daniel J. Kerwin

'68

Roger F. Morrison

'78

Thea L. Davis

Chapter/Club notes

Alumni Hall of Athletes to Induct Four New Members on February 6

The Alumni Association will honor four new inductees into the Association's Alumni Hall of Athletes as part of festivities on Saturday, Feb. 6. The formal induction will be held at a luncheon on campus at 1:00 P.M. The new Hall of Athletes in the Hayman Center will be dedicated at 3:00 P.M. and the new inductees will be introduced during halftime of the men's televised game with Xavier, which begins at 4:00 P.M. in the Tom Gola Arena.

Inducted will be **Mary Greybush, D.O., '91**, Women's Basketball; **Douglas M. Overton, '91**, Men's Basketball; **Georg W. Montag, Jr., '92**, Men's Soccer, and the late **Tom "Bear" Curran**, Men's Rowing Coach.

Long-time Philadelphia TV sportscaster Al Meltzer will be master of ceremonies.

Greybush was first team All Big 5 and MAAC in her senior year and ranks among the leaders at La Salle in a number of categories. Mary is a physician, having received her D.O. from the Philadelphia College of Osteopathic Medicine. She is also being nominated for the Big 5 Hall of Fame this year.

Overton is the university's eighth all-time scorer in basketball and the all time leader in assists (671) and steals (277). All-Philadelphia Big 5 and All-Metro Atlantic Conference in his sophomore, junior and senior years, he is currently playing in the NBA for the Philadelphia '76ers.

Montag's illustrious career at La Salle included a La Salle record 37 goals and 23 assists, as well as being selected to the All-Soccer 7 teams in three of his four years, as well as MVP his junior year. That same year he was selected all-MAAC and 2d Team All American.

Curran, who coached La Salle's crew to national prominence in the 1950's, and whose eights won Dad Vail regattas in 1952, '53, '56, '57 and '58, will be inducted into the "Coaches Corner" posthumously.

Alumnae Gathering Slated at Hayman Center on January 17

An Alumnae gathering featuring a basketball game between the alumnae and varsity followed by a reception and a varsity women's game with Dayton will be held on Sunday, January 17.

The Alumni-Varsity game will begin at 10:30 A.M. in the new Tom Gola Arena. The reception will be at 11:30 in the Hayman Center and the Atlantic 10 varsity game with Dayton will tap-off at 1:00 P.M. in the Gola Arena. Although the events are complimentary to all alumnae and their friends, as a courtesy please call the Alumni Office at (215) 951-1535 or e-mail: alumni@lasalle.edu, if you plan to attend.

Alumni Welcome La Salle's President Giordano at Various Locations

Bloomberg Financial Markets Managing Director, **Lou Eccleston, '83**, hosted a reception for the **NEW YORK CITY** area alumni to meet President **Nicholas A. Giordano, '65**, on Sept. 9. Held at the Bloomberg Corporate Headquarters on Park Avenue, this Manhattan gathering included **Dave Poesz, '81**, **Peter Smith, '67**, **Cyrus Mohebbi, '70**, **Bob Fleischman, '67**, **Gerry Hathaway, '76**, **James Hughes, '59**, **Robert Jones, '56**, **Martrese Beck, '90**, **Patty Daly, '92**, **Joe Simmers, '92**, **Patrick Donnelly, '91** and newlywed bride **Gabriella Severini, '92**; **Sylvia Hahn-Griffiths, '91** and husband Stephen, **Belle Hernandez, '94**, **R. J. HoTai, '94**, **Jacqueline Jowers, '84** and **Taras Kennedy, '93**. University representatives included Vice President for Development, Dr. Fred Foley, Jr., and Business School Dean **Gregory O. Bruce, '81 MBA**.

On Wednesday, September 16, the Board of Directors of the Alumni Association held a reception welcoming President Giordano in the La Salle Union. Held in conjunction with the Board's regularly scheduled Fall meeting, Giordano addressed the formal session of the Board, and expressed his appreciation for the Board's assistance and support of him in attainment of the University's goals and objectives.

Victory on Gridiron Highlights Homecoming '98



Saturday, October 17, dawned bright and sunny as a harbinger of good times for La Salle Football. More than 4,500 alumni, parents, friends and students stood witness to the Explorers 38-28 defeat of visiting Bryant at **HOMEcoming '98**. The numerous clubs, groups, and chapters hosting gatherings included Gamma Sigma Sigma, Alpha Sigma Tau, Alpha Theta Alpha, Sigma Phi Lambda, Jazz and Pep Band, Sigma Phi Epsilon, Psychology Alumni, Club Football, Army ROTC, SGA, Phi Kappa Theta, RSA, Nursing Department, Education Alumni and Resident Assistant Alumni. The Alumni Office hosted a hospitality reception in the Union Ballroom, and the Alumni Association bolstered support of the Explorers and sold stadium cushions to raise money for the Brother Patrick Ellis Alumni Scholarship Fund. Winners of the Alumni Fun Run were **Dick Green, '70** (men), and **Jeanne Bolger-Cole, '84** (women).

—Bud Dotsey, '69

*Announcing the Seventh Annual
Charter Dinner/La Salle University
Leadership Award Ceremony*

Honoring

James J. Lynch, '71

*President and Chief Executive Officer
Prime Bank*



*Saturday, March 20, 1999
The Union League of Philadelphia*

For additional information and an invitation, contact the Development Office at (215) 951-1540 (telephone), (215) 951-1542 (fax), or by e-mail at development@lasalle.edu.



ALUMNI REUNION '99

Attention Alumni from the Classes of
'44, '49, '54, '59, '64, '69, '74, '79, '84, '89, '94
Your Reunion will be on Saturday, May 15, 1999
Mark Your Calendars Now!
For Information, Call the Alumni Office at (215) 951-1535.

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SPRING 1999

LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE



APR 22 1999

OUR MAN IN *A*MMAN

U.S. Ambassador to Jordan William J. Burns, '78,
with the late King Hussein



LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE



National Champions Remembered, Page 6



Philadelphia's Business Advocate, Page 16



Warren Smith's Legacy of Love, Page 20

Robert S. Lyons, Jr., '61, Editor
George J. (Bud) Dotsey, '69, Alumni Director

ALUMNI ASSOCIATION OFFICERS
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FRONT COVER: Ambassador William J. Burns poses at the White House with Jordan's late King Hussein shortly after being named U.S. envoy to that nation last June (Official White House photo).

INSIDE FRONT COVER: Springtime on campus with McShain Hall and the College Hall tower in the background (Photo by Kelly & Massa).



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Thirty years ago they didn't exist. Since then La Salle's women athletes have produced national champions, Olympic medalists, and a host of Academic All Americas.

MORE THAN A SCHOLARLY UNDERTAKING

Frank Stanton's innovative marketing research played a key role in the adoption of the Nuclear Test-Ban Treaty and helped established historic legal precedents.

THOSE FANTASTIC NURSES

Philadelphia's health care future may be a little cloudy, but the mission is clear for La Salle's Neighborhood Nursing Centers.

THE ECONOMIC CHEERLEADER

As the president of the Greater Philadelphia Chamber of Commerce, Charlie Pizzi has played a major role in keeping the city competitive within a global economy

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The university is mourning the tragic death of Joseph Keenan, F.S.C., Ph.D., '56, a popular religion professor and founder of the Urasenke Tea Ceremony.

ALUMNI NOTES

A quarterly chronicle of some significant events in the lives of La Salle's alumni.

Volume 43/ Number 2 LA SALLE Spring 1999

OUR MAN IN AMMAN

As Ambassador to Jordan, William J. Burns, '78, is widely-regarded as one of America's most respected foreign service officers

By John Rodden, '78

In his application to attend La Salle College, written in 1973, the 17-year-old high school senior said that he planned to major in history. On the line that asked about "Career Plans at Present," he inserted: "International Relations [tentatively]."

After a quarter century, that's still not a bad word to describe the diffident, laid-back style of William J. Burns: "tentative." A gracious, respectful, flexible, and accommodating manner that quickly puts others at ease.

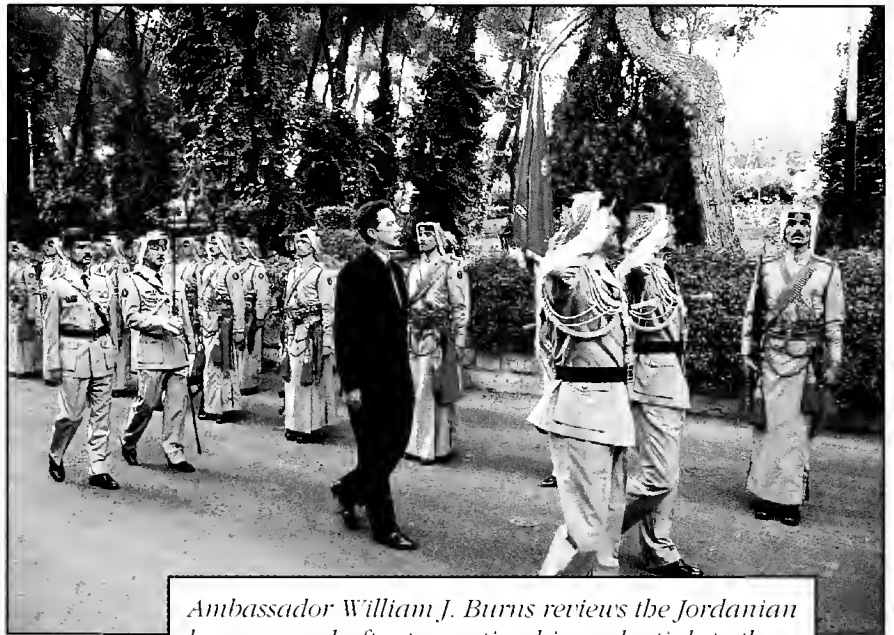
But there has been nothing tentative about Bill Burns' drive, resolution, and commitment to a career in international relations. Having studied history at La Salle and written an honors thesis on international relations in the Middle East—and graduated with a perfect 4.0 GPA—Bill Burns is now making both history and U.S. foreign policy as the U.S. ambassador to Jordan. He is widely regarded as one of America's most respected foreign service officers, both in Washington and in the Middle East.

Bill Burns assumed his ambassadorial duties in Jordan's capital city, Amman, last August—and he had to hit the ground running. King Hussein—who died in February 1999—was already quite ill and uncertainty reigned about his successor and Jordan's future. But the intrepid Explorer from La Salle University—"Our Man in Amman"—was ready.

It helped that Bill had not only studied Middle Eastern politics for decades, but that this new assignment was also a "homecoming." Seventeen years ago, Bill was posted as a foreign service officer to Jordan. It was his first official assignment.

Asked about "whether he has changed," Bill laughs and replies: "I've gotten gray, especially around the temples."

A characteristically modest reply. It is familiar to those of us who had the pleasure of knowing Bill at La Salle. But a comment from an old mentor of Bill addresses the question of Bill Burns "then" and "now" in a deeper way. Dr. John Rossi of the History Department, who has followed Bill's career closely, chuckles when reminded of his



Ambassador William J. Burns reviews the Jordanian honor guard after presenting his credentials to the Regent in Amman last August.

statement during my interview with him for a 1978 *LA SALLE* profile on Bill: "Bill Burns is the finest student I've taught in 16 years at La Salle—and he's a helluva likeable guy."

Rossi says that he doesn't have to think long about my question for this 1999 *LA SALLE* feature. He'd make just one slight revision in his 1978 statement: "Bill Burns is the finest student I've taught in my 37 years at La Salle!"

Yes, so much—and yet so little—has changed for Bill Burns across the years. As high and meteoric as his rise has been, he's still the same modest fellow who not only dismisses all compliments, even declines to talk about himself at length—but is genuinely surprised at his successes.

He's still the same sharp mind who can discuss world history and politics—past and present, around the globe—with a rare breadth of mind. And he's still the same extraordinary achiever who accomplishes one spectacular "first" after another.

To cite only the highlights: first (and only) Marshall Scholar from La Salle (1978), first La Salle grad profiled in *TIME* magazine's regular cover story ("50 For the Future") on America's "most promising leaders age 40 and under" (1994); first La Salle grad of his generation to receive an honorary doctor of laws degree from the University (1997); and first American career diplomat of his generation to rise to the level of U.S. ambassador (1998).

Heady stuff. What's more, Bill isn't a workaholic who has neglected to cultivate intimacy and family bonds, either. He is the father of two daughters and the husband of a fellow foreign service officer, Lisa Carty. She is a partner in the fullest

sense; they share foreign policy interests and a long history together. (They met in 1982 in their foreign service classes.) Bill is also close to his three younger brothers and especially to his father, Major General William F. Burns (USA, ret.), '54, who sponsored Bill for his 1997 honorary degree.

General Burns, former director of the U.S. Arms Control and Disarmament Agency and a member of La Salle's Board of Trustees, jokes proudly that Washington social introductions for him and Bill have been "modified" since Bill's posting to Jordan last August: "Bill used to be introduced as 'General Burns' son.' Now I'm introduced as 'Ambassador Burns' father!'"

All this might make it seem that Bill Burns has long been traveling a precise straight line, with single-minded determination, toward a lofty career peak and a classic American success story. But Bill dismisses any such suggestion.

Yet by the time I knew Bill as a La Salle junior, it was obvious—long before he reached the ripe old age of 21 and won his Marshall Scholarship to Oxford University—that Bill was masterminding his own "Marshall Plan" for a fulfilling career in international relations.

Even before entering La Salle, Bill had taken steps that transformed whatever doubts may have lingered about his "tentative" decision to pursue a career in international relations and Middle Eastern politics. He arranged to spend the summer before his freshman year in Cairo with the U.S. ambassador to Egypt. That was 1974, not long after the October 1973 Arab-Israeli war—and the excitement of his summer in Egypt matured Bill's interests in Middle Eastern policymaking.

During the next two years, Bill widened his international experience and deepened his understanding of foreign affairs. During the fall of 1975, he studied at Laval University in Montreal (where he garnered straight A's in courses taught exclusively in French), and then in the spring of 1976 he participated in an archeological dig in England and visited the U.S. ambassador to Egypt, a family friend.

When I met Bill Burns in late 1976, he was hard at work on a three-part, 75-page junior Honors essay, which would cover different issues facing British, American, and Soviet policymakers

during the mid-1950s in the Suez crisis. It featured discussion of the dilemmas facing Western statesmen such as U.K. Prime Minister Anthony Eden and U.S. Secretary of State John Foster Dulles. Bill's thesis reader, the late Dr. Richard Cleary of the Political Science Department, wrote at the top of the honors essay: "Flawless in scholarly focus."

All this was excellent preparation for a career in international relations and a specialization in the Middle East. Bill's next big step was the Marshall Scholarship to Oxford University, where he wrote a D.Phil. thesis—the equivalent of an American Ph.D. dissertation—on post-Suez U.S. policy in Egypt. That excellent scholarly work soon became a book, *Economic Aid and American Policy Towards Egypt, 1955-81*, published in 1985 by Ohio University Press and introduced by Bill's old friend, the former U.S. ambassador to Egypt.

On graduating from Oxford in 1982, Bill began his diplomatic career in earnest, accepting a three-year stint as a consular and, later, political officer in the U.S. embassy in Amman, Jordan. Returning to Washington in 1984, he served in various staff positions, including special assistant to the Deputy Secretary of State, which also put him in frequent contact with Secretary of State James Baker. Soon thereafter, during the second Reagan administration, Bill was tapped by General Colin Powell for the National Security Council staff. He served during 1986-89 as a special assistant for Near East and South Asian Affairs. His duties included briefing President Ronald Reagan on Middle Eastern affairs.

Bill went overseas again in the 1990s—but this time to Russia. During 1994-96, he served as the Number 3 official in the U.S. embassy in Moscow. At the special request of Secretary of State Madeleine Albright, he returned home to head up her State Department transition team, before he was selected by her as U.S. ambassador to Jordan.

"It's been a sad yet fascinating winter," Bill said when I telephoned him in Amman, just two weeks after King Hussein's death from non-Hodgkin's lymphoma cancer on February 7. "Sad in the obvious

sense that a great leader—and one whom Jordanians have identified with so strongly, has passed on. But also fascinating, because all this happens as Jordan is adjusting to numerous difficulties—high unemployment, the uncertainty of Iraqi policies, and ups and downs in the Palestinian-Israeli peace process."

Bill noted that these conditions make the transition to power for Hussein's successor, his 37-year-old eldest son, King Abdullah, especially challenging. Abdullah was an army major general, without much foreign policy experience. He also took the throne after a recent shakeup that witnessed King Hussein sack his younger brother, 51-year-old Crown Prince Hassan, saying in a harsh public letter that they differed on policy. Hassan had held the successor post of crown prince since 1965.

"King Abdullah is bright and capable, and he understands the importance of establishing rapport with the business community and strengthening Jordan's economy by making it more attractive to foreign investors," notes Bill. "His father, Hussein, had an extraordinary personal relationship with the Jordanian people, but Abdullah has many similar qualities and the same mature touch."

Bill had great esteem and affection for King Hussein, who had reigned for 46 years. He remembers Hussein's kind treatment of him during his first posting in Jordan.

"I was the most junior officer at the embassy, and I'd take notes for the U.S. ambassador during our meetings with the King," Bill recalls. "He had no reason to pay me any attention at all. But he was just as decent and thoughtful to me at the lower end of the totem pole as when I returned here last year as ambassador."

Bill talked with the King shortly before his death and also twice in the U.S. during the fall, when the 63-year-old Hussein spent several weeks at the Mayo Clinic in Minnesota, where he had undergone two unsuccessful bone marrow transplants. During each meeting, Bill was "struck by the King's remarkable self-confidence, thoughtfulness, and kindness toward people at all levels of worldly prominence.

"Hussein was always down-to-earth—no airs about him at all. That's also why

he had such a strong appeal for Americans. I got dozens of messages about his simple humanity, written from Minnesotans who met him during his final illness."

People whom I interviewed for this article spoke about Bill Burns in language similar to his own descriptions of King Hussein: astute, thoughtful, tactful, cooperative, receptive, relaxed, imperturbable.

And what is astonishing yet true—and so appealing and utterly refreshing—is the natural humility of the man. Request him to grant you an interview for a *LA SALLE* cover story about his diplomatic career, and he replies: "What, another story about me?"

Quote him the 1994 *TIME* magazine profile that touted him as one of America's "Top 50" under the age of 40, possessed of "a brilliant mind, unflappable demeanor, and a flair for self-effacement in a field where titanic egos often clash," and he demurs:

"Yeah, well, I'd say my ego is as big as anybody's, but I find that it doesn't pay to advertise it."

Ask him how he felt on receiving the honorary degree from La Salle in 1997, he says: "Surprised and flattered, quite honestly. I was sure there must be people who were more deserving than me."

And that is *bonest*—not false humility.

Because that's Bill Burns. Bill really doesn't think he's anybody special. Or, rather, he considers *everybody* special.

His old friends in the La Salle community agree that talking with Bill Burns is an unusual pleasure. Even though he has trafficked among the nation's leaders for more than a decade, he lacks pretense. Indeed he makes you feel that talking to *you*—here and now—matters. I thought back to our conversations during our La Salle years: being with Bill always had—paradoxically—both an enlivening and a soothing effect, because he's such a serene man himself. In his presence, you feel just a little bit more self-accepting and at peace with yourself. You feel, rather mysteriously, that you like yourself just a little better—doubtless because, as Jack Rossi puts it, "he's a helluva likable guy." Chatting with Bill again, the years roll away.

Momentarily, I felt we were back together, sipping a beer at the Explor-

ers' Den or the Hideaway. The latter pub no longer exists—and we joked that its passing is also a small reminder of how life has changed for us alums from the 1970s.

Certainly for Ambassador Bill Burns, there is no longer any hideaway.

As I talked with Bill's old La Salle professors, all these personal impressions returned and deepened. One hears about Bill's warm and easy laugh, his natural and unaffected style, his self-possession minus even a whiff of self-congratulation. He has no large ego to protect or inflate, no craving to impress or put down others. These abilities make Bill a natural diplomat. As George Stow of the History Department, who (along with Rossi) co-sponsored Bill for the Marshall Scholarship, observes:

"Bill's manner is so diplomatic and laid back. He's smart as a whip, but he never has a nasty word to say about anybody. He cautiously surveys the scene and inspires confidence from all parties. He has the ideal character and personality for a top diplomat."

Indeed he does.

And a telling detail that recurs in his professors' classroom memories of Bill Burns reflects that fact. His teachers recall a young student, sitting always in the first row—yet in the rear.

It's a metaphor for Bill Burns' extraordinary series of career "firsts," beginning with his Marshall Scholarship, but also for how he has attained them: in such an utterly unthreatening manner that he never calls attention to himself.

Yes, Bill's choice of that classroom seat—first row, yet in the back—suggests a man aware of his true worth and without the insecure need to put himself forward. It's also the perfect metaphor for a consummate professional diplomat—distinguished yet indistinguishable. Noticeable for his effective results yet so free of egocentricity that he himself goes almost unnoticed. A key to Bill's professional success has been that he is always content to remain in the background and let others stand center-stage.

Rossi and Stow are among those professors who remember where Bill always sat and that he listened to their lectures attentively—though he rarely, if ever, jotted a note. He never volunteered an answer, indeed he never even raised his hand to respond to a ques-

tion—but he always seemed to know the answer when he was asked. And when it came time to show what he knew on the exams, he delivered a tour de force.

Rossi's first memory of Bill is from his sophomore year, in a class on Modern European History since 1789.

"Every now and then, when nobody seemed to know the answer to one of my questions, I'd look down the first row and say, 'Mr. Burns?'" Rossi says. "Invariably, this fellow had the answer. I asked around the department, 'Who is this guy?' I found out that he behaved the same way in other classes.

"Then came his first exam. A gem. Perfect answers. A beautiful style—even the handwriting was neat! You could have typed it up and it would have virtually been publishable."

Rossi also taught Jack Burns, '80, Bill's younger brother. "Coming after Bill, Jack had a tough act to follow," Rossi says. "But he was also an excellent student. And what struck me especially was that he and Bill got along so well. They didn't compete—they were really brothers."

George Stow first encountered Bill in the fall of 1974. Bill's first semester at La Salle. Bill had registered for the first half of Stow's two-semester course in Greek and Roman history.

"He never took a note," Stow recalls. "It was a bit unnerving! From the opening day of class, he took a seat in the back of that first row, as if he were surveying everything. He just sat there, listening. I was thinking, 'OK, that's fine, but all this is going to have consequences at exam time!'"

"And it did! I had never seen anything like this freshman's first exam. He handed in what amounted to a polished research paper. Probing. Analytical. He had covered all the reading material and gone outside and read other sources on his own initiative.

"I gave him a 99," Stow continues. "Just for the hell of it."

But now the chairman's curiosity about this strange freshman was piqued.

"After that, I asked a few people about him. They said he didn't spend all day in the library. They claimed he was always playing hoops in the gym. I thought, 'What?! That can't be.' He looked like a nerd to me.

"But I went over to Hayman Hall—and there he was, shooting hoops by himself. I went up to him and proposed that we play each other, a little game of one-on-one.

"He creamed me. He was dropping baskets from everywhere. A few guys came by and we had a pick-up game. Because Bill could drop three-pointers at will, we creamed them, too."

(Bill continued to find time to shoot hoops when he was on his Marshall Scholarship. He became captain of the Oxford basketball team and traveled widely to play in games.)

Bill concentrated his studies in history at La Salle, but he graduated with a major from the Honors Program. John Grady, director of the Honors Program, remembers Bill well. Most memorable is Bill's distinctive *modus operandi* in September 1977, his senior year, when he was preparing his Marshall Scholarship application for the La Salle Fellowship Committee, which Grady chaired.

"We were discussing his prospective letters of recommendation," Grady recalls. "Bill had spent time overseas, and he said casually, 'I'd like to use a reference from someone abroad, but the mails can be tricky and it might not arrive.' I told him that he could request five domestic references plus the overseas reference, and if they all came in, we would just drop one of the domestic referees.

"One day a letter came in, addressed to me from 'APO San Francisco,'" Grady continues. "I thought that it might be somebody I had recently taught. Before I opened it, I started wracking my brain about which student it might be. I opened it up.

"And what was in the envelope? A long, handwritten letter of recommendation for Bill Burns—from the U.S. Ambassador to Egypt! I chuckled to myself, picked up the phone, and rang Bill's dorm number. 'Get over here,' I said. 'A letter just came in for you and we need to talk.'

"He came right in, completely unruffled. I told him that his overseas letter had arrived and that he could include it in his application. But I told him that he had left out a small item of information: he had never told me that his reference would be from the ambassador to Egypt! 'Well, you never asked me,' Bill replied.

"Typical! That was utterly typical of him! Totally understated. Totally unassuming. Bill is a doer. He just goes and does things."

For his part, Bill gratefully acknowledges La Salle's role in his professional success: "I appreciate La Salle even more with the passing of years," he says. "Even back then, I knew I was lucky to have people such as Rossi and Stow as my teachers. But I realize it even more



Ambassador Burns poses with Secretary of State Madeleine Albright, his wife, Lisa Carty, and their children, Elizabeth 9, and Sarah, 6, after his swearing in ceremony in Washington last July.

so today. They not only know their subjects, but they have a gift for teaching. They convey enthusiasm for ideas and people.

"And La Salle—especially when we were there in the 1970s—had a lot of first-generation students. Many of them were people who were working at a job just to afford tuition. It was still a commuter school. A lot has changed since then, but I've always valued that my college experience was in a down-to-earth environment with a real sense of community."

Bill pauses. A rich texture of shared feeling about La Salle links us. We are fellow witnesses to a special historical moment, the last years of "La Salle College."

These observations evoke a memory of my visit with Bill in Oxford in June 1981, during his final weeks of work on the D.Phil. thesis. I remind Bill him of his old anecdote about how he handled the usual opening question that he received from British students, who were always asking him, "What college are you from?"

Oxford students assumed that all Marshall Scholars were from a university such as Harvard. Like Oxford, which has 32 residential colleges on its campus, Harvard also consists of residential colleges (Harvard College, Radcliffe College). So when Bill replied to their question, "La Salle College," British students just nodded, assuming he was referring to one of the residential colleges at Harvard, Yale, Columbia, etc. His Oxford classmates simply *assumed* that Bill came from the same elite background as themselves and as most of his fellow Marshall Scholars.

Bill never bothered to clarify the misunderstanding; it didn't concern him. He never felt inferior or even self-conscious about being from a little-known college such as La Salle. To the contrary, he felt proud of it. Yes, we agreed, then and now, that our years at La Salle were a blessing.

As Bill phrased it this time: "You and I are lucky to come from La Salle—it has grounded us. It's special."

Mr. Rodden, who lives in Austin, Texas, is completing a memoir, *Field of Dreams: Reflections on Two Decades in the American Research University*.

“A BLUEPRINT IN EQUITY”

Thirty years ago they didn't exist. Since then La Salle's women athletes have produced national champions, Olympic medalists, and a host of Academic All Americas

By Frank Bilovsky, '62

Back in the days when smoking was considered a fashion statement instead of a disgustingly unhealthy habit, when L&M was the name of a cigarette instead of a short way of referring to tobacco industry litigation and mediation, and when the women's movement was teaching the country that sexism was decidedly politically incorrect, one tobacco company decided to market its for-women-only product with a television jingle.

You've come a long way, baby, to get where you've got to today. . . you've come a long, long way.

The product was Virginia Slims, but the jingle could apply just as easily to today's La Salle University women's athletics—because the program has come a lot farther than any male La Salle grad over the age of 50 could have ever imagined.

Some quick, astounding facts for my old fogey classmates who remember when the only females on campus were secretaries, cafeteria workers, maintenance employees, or an occasional visiting nun:

—The women's athletic teams at 20th and Olney outnumber the men's teams, 12 to 11.



In 1972, Mary O'Connor, shown here directing the Explorer's first women's basketball team, became La Salle's first women's athletic coordinator, a position she served with distinction until her untimely death from leukemia in 1977. The following year she became the first woman to be inducted into La Salle's Alumni Hall of Athletes.

—The women's sports receive slightly more athletic scholarship aid than the men.

—The number of women participating in intercollegiate sports at La Salle exceeded 200 in 1998-99, the largest number ever. That's up from 155 two seasons earlier.

—The last national championship recorded by the Explorers was not the 1954 NCAA men's basketball title. It was the 1980 AIAW women's field hockey championship.

Not bad for a school that had no women's intercollegiate athletics going into the decade of the Seventies.

The success stories abound.

Terry Carroll became the first women runner to represent La Salle in the NCAA Division I track and field championships last year. In the Atlantic 10 championship, she swept the 800, 1500, and 3000 meter events.

Also last year, Academic All America freestyle swimmer Dina Dormer was the first La Salle female to qualify for the NCAA championships. She won three events in the ECAC championships—the 500 freestyle, the 1650 freestyle, and the 400 individual medley. As a junior, the Cardinal O'Hara graduate was named Atlantic 10 swimmer of the year and was all conference for three seasons.

Eleven Explorer women basketball players have been named to the Big 5 Hall of Fame. Two field hockey players were members of the bronze-medal-winning United States Olympic team in 1984.

And for the most part, their academic achievements have equaled or surpassed their athletic laurels.

The women's basketball team had a cumulative grade point average of 3.508 this year, second best among all Division I squads nationally. Last year, it was number one.

"The women's program has really enhanced its status tremendously in the last ten years," said athletic director Tom Brennan. "The addition of women's lacrosse was a real indication of the commitment at La Salle. We will continue to make some special efforts to enhance the women's program."

Since Brennan arrived on campus late in 1997, the Athletic Department has not filled some administrative positions and used the money to raise some women's coaching positions to full-time status.

"We also have tried to enhance the presence of women on our coaching staffs," Brennan said. "Every time we've had an opening, we've made an effort to identify qualified women. We recently hired women as full-time head soccer and field hockey/lacrosse coaches, as well as a full-time assistant for field hockey-lacrosse. We added women coaches in softball and crew. We've added a woman assistant coach in swimming and diving. And we've added scholarships in the women's soccer and lacrosse programs."

As the women's program chugs along in the second half of its third decade, its evolution deserves to be studied as a blueprint for the right way to build from scratch. And nobody is more qualified to do the drawing than Kathy McNally.

McNally is the athletic director at Gannon University in Erie, Pa. Not the

women's athletic director. The athletic director for the entire athletic program at the Division II school. She took the job early in 1998 after spending 22 years at La Salle, first as the field hockey coach, later as coordinator of women's sports and assistant athletic director.

She remembers the pre-Title IX days when women's sports were second class citizens at most coeducational schools and truly in their embryonic state at many small private colleges. She has seen the switch-over from the AIAW, the early governing body for women's athletics, to the NCAA—and the growth from pleas for a little recognition to demands for gender equity.

She says the change has been good—and bad.

"The biggest thing I see is the opportunity available," she says. "Women are being given the opportunity (for athletic scholarships) as the men traditionally have had. But along with that opportunity comes demand—the demand for intensity, for training, the concentration in one sport."

"In the early era of the AIAW, we were so pro-active of not doing it the way men did it because it was so 'wrong.' But every year that goes by, we do it more and more like the men."

"Go back ten years and the graduation rate for women was higher. Now it is going lower. There are more non-qualifiers going into college. We have all the same (ills)—such as drug usage. It crosses the genders without batting an eye."

"Gender equity has been reached—in some ways negative. In all honesty, though, in the bigger picture, it's really a wonderful opportunity for women because it does provide



Kathy Bess, a member of the Big 5 Basketball Hall of Fame, played professional basketball in South America and Europe.



Terry Carroll became the first woman runner to represent La Salle in the Division I track and field championships, winning three Atlantic 10 Conference championship events in 1998.



Diane Moyer (left) and Kathy McGahey excelled as La Salle athletes, then won bronze medals as members of the 1984 U.S. Olympic Field Hockey team.

the educational opportunity."

The idea for this story was to speak to La Salle women athletes who used that opportunity to achieve academic and athletic success. Talk to a basketball player, say, and a field hockey player. Maybe a swimmer. Maybe a softball player.

We managed that with one phone call. We talked to Diane Moyer.

Going to college wasn't paramount on Moyer's list of must do's when she was at Muhlenberg High School outside of Reading, Pa. In that school in the mid-1970s, some students went on to college, some did not.

Moyer had the desire to be an elementary education teacher, so she says it's more likely than not that she would have found her way into higher education.

But a meeting with then-La Salle basketball coach Angie Scarengelli at a basketball camp the summer between Moyer's junior and senior years in high school cleared any thick brush on the path.

"Angie really introduced me to the possibility of going to college and encouraged me," she said. "Coming out of a small

environment, having someone open the doors for me to think of furthering my education, it was a great opportunity—and it was done really through sports."

And, as it turned out, it gave Moyer a chance to achieve something beyond academics and college athletics. It gave her a chance to win an Olympic medal.

Diane had been a three-sport athlete in high school. She played four years of basketball, four years of softball and, more for social reasons than anything else, she played goalie on the field hockey team as a senior. She also participated in swimming and diving at the local YMCA.

Scarengelli was recruiting Moyer strictly for basketball.

"I hadn't even been aware of La Salle before that," she said. "Angie had me come to school for a visit and made some recruiting calls to my house. I received some calls from other schools, but when I came down to La Salle, it was just very warm, very welcoming. I really liked the people I met, and knew I would enjoy being part of that family. That's what really sold me."

Moyer remembers being first sub on the basketball team as a freshman. Then McNally, who was trying to jump-start the field

hockey program, noted that Moyer had played goalie in high school.

"She asked me if I would like to play because they didn't have a goalie," Moyer recalled. "I said, 'Sure, I'll give it a shot.'"

At the end of her freshman year in 1977, Moyer was invited to the U.S. Olympic Development camp for field hockey. Expecting nothing, she progressed through three camps and was chosen for one of the two touring teams.

That's when McNally gave Moyer the advice that would turn to bronze.

"She said if I concentrated on field hockey instead of playing basketball, this might be an opportunity for me," Moyer said. "I talked to the basketball coach. She said it was my decision to make. And I made it with tears in my eyes because basketball was my first love."

In between her field hockey commitments, Moyer managed to play softball for the Explorers. She also was the diver and worked legs in medley races for the swimming team. And after the United States chose not to participate in the 1980 Olympics in Russia, she committed herself to making the 1984 team. She and her Explorer teammate Kathy McGahey made the team four years after Moyer and McNally flew to Edwardsville, Ill., and watched McGahey and the rest of the Explorers, coached by Joan Broderick, win the AIAW Division II national title by beating defending champion Southwest Missouri State, 3-2.

But Moyer's greatest achievement might have been on the academic side.

"Diane didn't come to La Salle as the strongest of students, but she got stronger and stronger academically," McNally said.

Today she's Dr. Diane Moyer, assistant professor of psychology at Cedar Crest

La Salle Athletes Continue Among Nation's Leaders in Classroom

Were you ever in a situation where you were up and down at the same time?

That's the situation in which the La Salle University women's basketball team found itself when the most recent report from the Women's Basketball Coaches Association was issued.

The 1997-98 Explorers combined for a 3.508 grade point average, an increase from the 1996-97 team's 3.501, which put La Salle first in the nation at that time. But the 3.508 placed only second since Duquesne, a fellow Atlantic 10 Conference member, posted a 3.511.

The impressive classroom work of the women's basketball team typifies the individual and team accomplishments among the Explorer athletes.

La Salle maintains a high percentage of graduation among student-athletes, having graduated 83% according to the latest NCAA Graduation Report, which covered students who entered for the 1991-92 school year.

In addition, La Salle's graduation rate between 1983-84 and 1991-92 was reported at 82%, one of the highest in the country and above the overall institutional rate.

The high ranking of the women's basketball team carries on through other sports, men and women.

The 1998 women's cross country team's 3.268 GPA ranked ninth among Eastern schools and 42nd among 300 Division I teams, according to the Women's Intercollegiate Cross Country Coaches' Survey. GTE Academic All-Americans Rachel Ritz and Elena Gomez led the Explorers in the classroom as well as on the track. Ritz, who majored in economics and international

relations, ended her career at La Salle with a GPA of 3.87. Gomez, a senior, holds a GPA of 3.96 in her social work major.

Meanwhile, the women's soccer team combined for a 3.33 GPA, headed by Alicia Santelli's 3.96 in education, Michelle Bauer's 3.87 in education/special education and Staca Urie's 3.79 in psychology.

The Atlantic 10 fall-sport Academic All-Conference included seven La Salle honorees—Gomez, Kevin Myles and Kathy Heabel from cross-country; Melissa Hodge, volleyball; and Julie Hope, Kelly Saxman, and Natalie Sibley, field hockey.

"The Atlantic 10 is delighted to acknowledge those student-athletes who excel both academically and athletically," Atlantic 10 commissioner Linda Bruno said. "The institutions of the Atlantic 10 have always been committed to making academics and athletics a workable equation and these student-athletes we honor are an example of the success of that commitment."

Individually, Hodge was a double-winner.

The junior volleyball star lives in a rural area and has had farm/ranch experience and that qualified her as a candidate for the All-American Farm Team, on which she was named one of six honorable mentions and has a good shot at first-team honors next season.

Randy Miloszewski and Steve Tarrant, senior members of the La Salle men's soccer team, received honorable mention on the National Soccer Coaches Association of America All-East Regional Scholar-Athlete Team.

Infielder Kevin Ibach has made an impression with his work in the classroom, in baseball and in a number of extra-curricular activities.

The junior from suburban Chicago has been on the Atlantic 10 Commissioner's Honor Roll and the La Salle Faculty Athletics Council Honor Roll and Dean's List. Ibach serves on the Atlantic 10 Student-Athlete Advisory Council (SAAC) and represents the Atlantic 10 on the NCAA Division I SAAC Committee.

"We are justifiably proud of our student-athletes," said Annette O'Connor, La Salle's NCAA faculty representative. "It is not always easy to study after an extensive practice or long road trip. Their outstanding graduation rate and excellent academic accomplishments speak to the motivation and work ethic of these young men and women."

La Salle's director of academic support services, Joe Gillespie, added, "It is no surprise to me the women's basketball team finished this high again. Before the season I predicted the team's GPA would be higher, and it was. I knew the young ladies who returned from the '96-'97 team would continue their outstanding performances. It was obvious almost immediately when talking with and observing the new students that their attitude and commitment to everything we asked academically was right on target."

"In the same vein, our women's cross country teams have traditionally been strong students. Their work ethic on the track carries over into the classroom. Their time management skills and commitment to excellence are exemplary and serve them well."

—BOB VETRONE

College in Allentown, Pa. She's coached at Yale, earned a master's degree at the University of Massachusetts, and a doctorate at Temple University. Not bad for a high school student who wasn't even sure she'd go to college.

Moyer is just one of many women who have used their participation in La Salle athletics to take them places they couldn't have imagined.

Kathy Bess, a member of the Big 5

Basketball Hall of Fame, picked La Salle as a Cardinal Dougherty High School senior because she didn't want to leave Philadelphia. After she graduated with a degree in computer science in 1982, she spent six years playing professional basketball in South America and Europe before settling into a career as a computer consultant.

"La Salle was the springboard for letting me see that there was something beyond Philadelphia," she says.

One of nine children of 78-year-old La Salle University business professor Charles Halpin, '44, Annette Halpin was used to playing sports when she graduated from Bishop McDevitt High School, in nearby Wyncote, Pa. But La Salle was hardly used to having women represent it in athletics when she arrived on campus in the fall of 1971.

"Growing up, it was never a question of whether or not it was proper



for a girl to play sports," she recalled. "You just participated if you liked it. But when I got to school, La Salle was only in its second year as co-ed."

Basketball was a club sport on campus. The next year it would join the AIAW. And it received all the fringe benefits of being a club sport in those days, which were none.

"We used to get changed in the entranceway to the old gym at Wister Hall," said Halpin, now a professor at Beaver College. "Our locker room was the foyer. Two male students coached us. Some of my teammates played in high school, some didn't. We played because we loved it. It was a fun time. My sophomore year, Hayman Hall opened and we had a place to change."

Tom Gola Arena opened last year, giving La Salle a much-needed first class campus home. And starting after this season, the women's basketball coaching staff will be working out of a completely-upgraded suite of offices.

But Halpin still retains a certain amount of happy nostalgia from the Wister Hall lobby days.

"There wasn't any pressure on," she says. "That was great. I don't know that I would want to play today. I have a niece (Beth Michuda, daughter of former La Salle player Bill Michuda, '71) who plays at Fordham. She's under



Jeannine Cridge Calhoun (center), shown during her playing days, is La Salle's new full-time women's soccer coach. Jenn Harpel (left) also joined the full-time staff as field hockey and lacrosse coach while Carla Camino is now in charge of the softball program.

a lot more pressure than I ever was. I played because I liked it, but looking back, I think we really were trail-blazers."

The trail eventually extended all the way to Valparaiso, Ind., and Jennifer Cole. The all-time scoring leader for the La Salle women, Cole, unlike Bess, wanted to go away to school. La Salle coach John Miller scouted her at a camp at Indiana and recruited her.

Cole scored 1,875 points by the time she graduated in 1993. She was a GTE first team Academic All America in chemistry and now sells pharmaceuticals and lives in Dayton, Ohio. This year she was named to the Big 5 Hall of Fame.

But her fondest college moments had nothing to do with shooting percentage or win-loss records.

"You never go into a career saying you are going to score 1,000 points or shoot 90 per cent from the line and start for three years," Cole said. "My biggest expectations were making sure when I was done



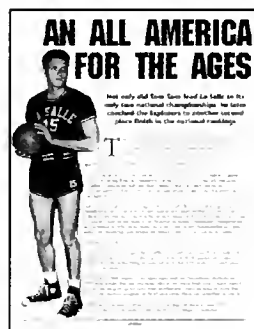
my four years that I still had a relationship with my coaches and my teammates and was happy with the school, that I could still talk to my teachers.

"That's where I think my expectations were met. I consider coach Miller and (assistant coach) Tom (Lochner) fathers two and three. At La Salle, you get a good education in the book sense. But you also get a good basketball education and a good family education. It gives you a good start to your career. That's why I'm so high on La Salle."

And that's why La Salle should be so high on its women's athletic program. Because it's come a long way, baby!

Mr. Bilovsky is business writer and columnist for the *Rochester Democrat and Chronicle*. A former sports-writer for the late *Philadelphia Bulletin*, he was recently nominated for the U.S. Basketball Writers Association Hall of Fame. He was also the author of the feature on Tom Gola that appeared in the

Winter 1998-99 issue of *LA SALLE* without his by-line.



NEW ALUMNI HALL OF ATHLETES DEDICATED AS FOUR MEMBERS ARE INDUCTED

Following the unveiling of the plaque officially dedicating the new "Hall," by Nicholas Lisi, participants gather at the site. They are (from left): Bud Dotsey, director of the Alumni Association; Lisi, Al Meltzer, President Giordano, Jim McDonald, chairman of the selection committee; Tom Brennan, athletic director, and Harvey Portner, '55, the chairman of the original committee that selected the five charter members.



The Alumni Association welcomed four new inductees into the Association's Alumni Hall of Athletes on Feb. 6 as part of festivities dedicating the third campus site of the Hall since it was established in 1961. The new members are Mary Greybush, D.O., '91, women's basketball; Douglas M. Overton, '91, men's basketball; Georg W. Montag, Jr., '92, men's soccer, and the late Tom "Bear" Curran, men's rowing coach.

Some three dozen previously-inducted members attended the formal induction that was held at a luncheon on campus prior to the dedication and blessing of the new Hall of Athletes in the main lobby of the Tom Gola Arena in the newly-refurbished Hayman Center. The new members were introduced during halftime of the men's nationally televised 88-75 upset victory over Xavier. Long-time Philadelphia TV sportscaster Al Meltzer was master of ceremonies.

Dr. Greybush was first team All Big 5 and MAAC in her senior year and ranks among the career leaders at La Salle in a number of categories including 1,404 points, 712 re-



La Salle's president Nicholas A. Giordano (left) and Nicholas Lisi (right), president of the Alumni Association, pose with new inductees into the Alumni Hall of Athletes. They are: Georg Montag, Doug Overton's mother, Linda, and sister, Lisa; Mary Graybush, and Tom Curran's widow, Pauline.

bounds, and a 51% field goal shooting percentage. A former third team GTE Academic All America, she is also a member of the Big 5 Hall of Fame.

Overton is the university's eighth all-time scorer (1,795 points) and the all time leader in assists (671) and steals (277). All-Philadelphia Big 5 and All-Metro Atlantic Conference in his sophomore, junior and senior years, he is currently playing in the NBA for the Orlando Magic.

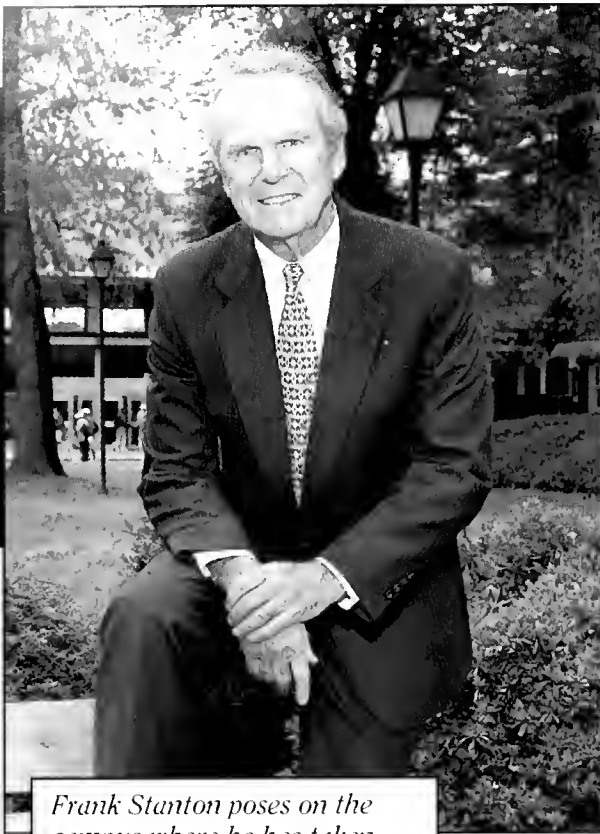
Montag's illustrious career at La Salle included then La Salle records of 37

goals and 23 assists, as well as being selected to the All-Soccer 7 teams in three of his four years, as well as MVP his junior year. An outstanding midfielder, he was selected all-MAAC and 2d Team All American in 1990.

Curran, an internationally-renowned rower and Olympian, coached La Salle's crew to national prominence in the 1950's. His varsity eights won Dad Vail regattas in 1952, '53, '56, '57 and '58. He was inducted into the "Coaches Corner" posthumously.

The original site of the Hall on the second floor of the La Salle Union Building was dedicated on May 5, 1962 with the induction of five charter members: Al Cantello, '55; Ira Davis, '58; Tom Gola, '55; Frank Loughney, '40, and Joe Verdeur, '50. The Hall was moved to the second floor of Hayman Hall in March, 1972.

To be considered for the Hall of Athletes a candidate must have exhibited athletic prowess recognized on a national or regional basis in a sport sponsored by the university during the years of the athlete's matriculation.



Frank Stanton poses on the campus where he has taken an active role in enrollment management as a member of the university's Board of Trustees.

"More Than A Scholarly Undertaking"

Frank Stanton's innovative marketing research techniques played a key role in the adoption of the Nuclear Test-Ban Treaty and helped establish historic legal precedents

By Robert S. Lyons, Jr., '61

After stroking La Salle's crew to the school's first Dad Vail title, then chasing German submarines in the Atlantic as a young Navy officer, Frank Stanton, '51, figured to settle into a career as a college professor.

Instead, the former economics major ended up pioneering a number of major breakthroughs during a distinguished 40-year-career in marketing research. In addition to playing a key role in the adoption of the Nuclear Test-Ban Treaty and introducing a number of innovative marketing survey techniques to the continent of Europe, one of Stanton's landmark surveys helped to establish an historic legal precedent that still influences the marketing profession today.

After graduate school at the University of Pennsylvania and a short stint as a Navy officer, Stanton abandoned plans for a Ph.D. when he found himself with the need to support a young wife and family. He began his career in 1955 as an assistant project director with

National Analysts where he quickly sharpened his skills in quantitative research. Soon he inherited a study that his boss had been directing for nine dairy companies that had been charged by the Federal Trade Commission for thwarting competition. "My boss was leaving the company and there was no one else to pick up the work," Stanton recalls. Armed with the study that explained why ice cream dealers were switching suppliers, Stanton presented his findings to the FTC hearing examiner who cross-examined him for about a week in Washington.

"The survey said essentially that the smaller dairy companies were much more aggressive than the larger ones in offering incentives for people to handle their ice cream," explained Stanton. "To everyone's surprise, the judge based his decision on that survey and ruled in favor of the dairy companies." Up to that period of time, a few surveys had been admitted into evidence, but this was the first research study on which a judge based a ruling. The ruling was upheld after the case was appealed to the Supreme Court and the precedent was thus set for acceptance of survey evidence in legal proceedings. The case also

caused a "tremendous reaction, not so much in the research industry but in the legal profession."

In 1962, Stanton was working for Benton & Bowles in New York City. General Chester Clifton, a military aide to President John F. Kennedy, called to say that JFK's administration was having trouble getting the Nuclear Test-Ban Treaty through Congress because previous polls indicated that most Americans felt that such a treaty gave the U.S.S.R. a distinct advantage. Clifton knew that B&B had been successful using a mail panel of 6,000 people selected from almost all demographic strata and thought that a different type of public opinion research could contradict earlier surveys. He also knew that the previous Eisenhower Administration had been dead-set against any surveys being conducted for the Executive Branch of the Federal Government ever since the Stars and Stripes newspaper had taken a poll indicating strong opposition to one of Secretary of State John Foster Dulles' initiatives in Germany.

Stanton soon discovered that the polls showing American opposition to the treaty had solicited opinions without learning whether the respondents knew anything about the details. He then

developed a questionnaire that opened by saying: "In some parts of the country, media are talking about the Nuclear Test-Ban Treaty. In others, they're not talking about it at all. What's happening where you live?" More than 80% of the respondents said that their local media wasn't covering the treaty. Stanton prepared a new survey questioning how people would feel about the treaty if it had certain characteristics, some imagined, some real. When the results were tabulated, 75% said that they would agree with the treaty if it contained items that were already included. Within a week, high-ranking administration officials like Dean Rusk, Bobby Kennedy, and Robert McNamara were giving speeches based on the findings of that survey. A few months later, Congress approved the treaty.

Stanton's reputation quickly grew. His market research "just skyrocketed in terms of the number of cases" being determined in the courtroom in favor of such clients as DuPont Chemical and Mobil Oil. After leaving Benton and Bowles, he worked in brand management for American Home Products and RJR Foods, then returned to the research field as CEO and then owner of W.R. Simmons Market Research. His focus groups ranged from about a dozen people evaluating the feasibility of having a Revlon name on the recently-purchased Schick electric shaver line to year-long national surveys involving spending habits of 20,000 people.

At Simmons, a rating service measuring readership of magazines, Stanton engineered a series of acquisitions and mergers that including a lucrative, highly-successful partnership with J. Walter Thompson. In 1987, he was also asked to take over a group of small research companies that JWT owned all over the world and put them into a single international research and media company.

"That was a lot of fun working with these different cultures and people who had no idea that they were in business to make money," recalls Stanton, who found himself commuting regularly to countries like Japan, Greece, and Germany. "In England, for example, I had a battle convincing them that this was a profit-making business and not a scholarly undertaking."

Stanton soon found himself facing all kinds of marketing survey restrictions in Germany and other countries on the continent of Europe concerning information that could be legally obtained. It was permissible to call somebody, but if you wanted to call back, you had to get their permission—you couldn't just call them up again and follow up on the interview.

Stanton soon discovered that his company in London had quite a few people who were fluent in all the languages spoken on the continent. He quickly installed WATS lines in his offices in London to make the calls onto the continent. "We weren't breaking any laws because we were calling from London where it was perfectly permissible to ask all these questions to get all the information we needed," he explained. "That gave those businesses quite a jolt forward."

Stanton also purchased an American company called Winona Research that had recently perfected a WATS line interview technique where a cathode ray tube is placed in front of the interviewer. Responses to questions are simply entered by pushing buttons, eliminating the tedious procedure of having someone write answers down while the respondent is sitting at home on the phone. This technique is now used to conduct surveys from England.

Stanton thoroughly enjoyed his days as a La Salle undergraduate. He captained and stroked the Explorers' first Dad Vail championship varsity crew under coach Jack Bratton and spent his summers driving a Pepsi Cola truck.

"The thing I remember about La Salle," recalls Stanton, "it was a wild wild place. Every day was an adventure. The veterans were back from the war and there was so much excitement around because there were so many people of different ages, of different experiences. I always found the school intellectually stimulating. We had great teachers who made the course work interesting. People like (economics professor emeritus) Joe Flubacher, who was highly motivated and encouraged me to go on to Penn."

That's where Stanton earned a master's degree in economics and monetary theory. Then it was off to Navy Officer Candidate School in Newport, R.I. He spent the next few years chasing Russian submarines off the Atlantic coast. "We weren't allowed to use depth charges or anything like that on them, but just to let them know we were in the vicinity we would drop a few hand grenades."

Stanton, who says he is "pretty well fully retired," still takes an active role as a member of La Salle's Board of Trustees, especially in the university's enrollment management efforts. But he still longs for the time when corporate and market researchers seemed to enjoy more power and prestige than they do today.

"Research is not as necessary today as it was years ago when you were trying to deal with attitudes," he says. "That was the day when budgets were 70 percent advertising and 30 percent promotion. Today it's the opposite." With so much money going into coupon promotions and price-off deals, there is less need to convince the buying public that a particular product is better. Now all the retailer has to do is make the brand name stand out.

As Stanton puts it, "When's the last time you went into a supermarket and either Coke or Pepsi didn't have a price deal?"

THOSE FANTASTIC NURSES

Philadelphia's health care future may be a little cloudy, but the mission is clear for La Salle's Neighborhood Nursing Centers

By Maureen Piche



Cindi Curry, a sophomore nursing student at La Salle, assists Chelanda Church during an arts and crafts class at the La Salle Hill Creek Health Center. As part of their course work, La Salle students participate in a wide variety of activities and services offered by the university's Neighborhood Nursing Center.

Dorphine Hayward remembers the days when she and her neighbors at the Hill Creek Public Housing Complex in lower Northeast Philadelphia had to trek to emergency rooms or doctors' clinics miles away to get basic health care.

The president of the Hill Creek Tenant Council said back then, people would often decide to stay home rather than wait for hours at those places or worry about the transportation they would need to get there.

Unwilling to sit back and do nothing, Hayward eventually found a solution—with the help of the La Salle University School of Nursing Neighborhood Nursing Center. Its nursing faculty agreed to open a new health care center on-site at Hill Creek this August, bringing their total number of locations to three.

Already, Hayward said residents have taken advantage of all the services offered at the center. "Since it opened, it's been fantastic," Hayward said. "I am so proud of the La Salle nurses. I just love them to death."

"A lot of people are leaving doctors' offices and going to the nursing centers, because they believe they get better care there," she added. "The nurses give you more time. They not only serve you—they listen."

The new site is just one of the accomplishments the La Salle Neighborhood Nursing Center can boast of these past few months. The year 1998 brought prestigious grants, health care contracts, awards and a host of new programs designed with community needs in mind. The center also continues its commitment to quality in-the-field education for La Salle's nursing students.

"I think we're on the cutting edge of being able to provide the best health care and education in a community service setting."

"I think we're on the cutting edge of being able to provide the best health care and education in a community service setting," said Dr.

Katherine Kinsey, director of the Neighborhood Nursing Center. "We use a model that integrates nursing and other health services, and builds on collaborative efforts with other community resources and medical providers. The health care future in this city is very unknown, but we have the potential to be the stabilizer as many institutions seem to undergo change," she added. "We build our practice on prevention and early intervention, and we want to build on the strengths people have now."

The Neighborhood Nursing Center started in 1991 with no money, Kinsey recalls. Now, they have at their disposal between \$800,000 and \$1.2 million annually in grants and contracts. But, they admit, with so many competing institutions across the country, it's a constant battle to keep the funding coming in. Dr. Zane Wolf, La Salle's dean of nursing. Kinsey and staff members are always on the lookout for grants or other sources—and they do their best to work in conjunction with other agencies whenever possible.

Over the past few months, Dr. Kinsey, public health nurses, nurse practitioners and nursing students have instituted a significant number of new programs, including:

- The Urban Men's Health Initiative and Family Wellness Center (Department of Health and Human Services—Division of Nursing) is designed to reach out to the underserved male population, specifically those without health insurance;
- The Environmental Protection Agency's Lead Poisoning Prevention and Lead Hazard Awareness Public Education and Outreach grant allows nurses to visit area homes and teach families how to protect themselves from the lead found in old buildings;
- The Reach for the Stars Youth Development Program (Pennsylvania Department of Health) is designed to educate young people about healthy life choices;
- The Patricia Kind Foundation CHIPLINK Program for uninsured children is an innovative

approach to assuring immediate access and ongoing use of primary health care for children whose families don't have health insurance;

- The Office of Minority Health North Philadelphia Cancer Awareness and Prevention Program (CAP) with Albert Einstein Medical Center provides preventive health care and early cancer detection services to high risk minority men and women;
- And the Office of Minority Health Collaborative with Giving of Self Partnership, Albert Einstein Medical Center, and the nursing center, has been funded to improve the health status of minority urban children. They're tackling the growing problem of asthma among inner-city children and the needs of childbearing women.

The nursing center has also received public recognition for all they do. Pharmaceutical giant SmithKline Beecham has awarded the center \$40,000 as a 1998-99 Community Health Impact Award winner. The Pennsylvania Department of Health honored them with a 1998 "Love 'em with a Checkup" award. And there have been instances of personal recognition for individual members of the staff from the American Cancer Society and other organizations.

Wolf said the Neighborhood Nursing Center is valuable on so many levels. While it provides necessary services to the community, it also keeps faculty practices current, and gives students the best experience available.

"Students are getting exposed to health care in the community, where people live and work," Wolf said. "So they see people more on their own turf, rather than in an institution that provides health care."

"They're getting an invaluable perspective. They get to see actual health problems—the most commonly found ones. They'll know where the health care money is being spent, and they'll be able to ask why resources are allocated toward acute care, rather than preventive care," she added.

"I'm so proud of the La Salle nurses. I just love them to death."

Ms. Piche is assistant director in the university's Public Relations Office.

The Economic Cheerleader

As the president of the Greater Philadelphia Chamber of Commerce, Charlie Pizzi, '72, has played a major role in keeping the city competitive within a global economy

By Robert S. Lyons, Jr., '61



Charlie Pizzi believes strongly in American cities but says the real challenge is trying to bring back the neighborhoods.

One day about a year ago, Charlie Pizzi was relaxing with Tom Ridge over a cup of coffee in a restaurant atop a skyscraper in downtown Singapore when Pennsylvania's governor turned to him and asked, "Charlie, did you ever think that you would have this opportunity growing up?"

"Not in my wildest dreams," Pizzi replied. "I never thought I'd be sitting on top of a skyscraper in Singapore, let alone with the governor of Pennsylvania."

As the president of the Philadelphia Chamber of Commerce, Charles P. Pizzi, '72, has been visiting lots of skyscrapers recently in places like Italy, Israel, Ireland, and Japan in his role as the chief advocate of the city's business interests.

That's a long way from Philadelphia's West Overbrook section where Pizzi grew up. He majored in marketing at La Salle, then started out in an entry level position with the Philadelphia Industrial Development Corporation. In 1986 he was named the city's commerce director where he quickly established a solid reputation for fostering economic growth by helping to convince Cigna to keep its 4,000 workers in center city. Following two years in that position, he joined Richard I. Rubin and Co., a Philadelphia real estate development firm, as vice president. He was selected to head the Chamber of Commerce in 1989.

Since then, the Chamber, staffed by 85 people, has doubled its revenues to well over \$9 million. Membership has increased by 20 percent to 6,000. "We're not about motherhood and apple pie,"

says Pizzi. "That's not what the Chamber of Commerce is about. We're involved with a lot of issues wherever there's opportunity to create new jobs and new opportunities for the people of this region in making it competitive within a global economy."

Politically, Pizzi characterizes his job as "bi-partisan," emphasizing that the Chamber supports candidates for public office from both sides of the aisle. "But clearly we are supportive of candidates that are interested in good public policy that will provide opportunities for everyone. It's more on philosophy than political party because the more we're able to do as a business community, the more effective we will be."

Pizzi played major roles in the development of Philadelphia's new Convention Center—a facility "that symbolizes the rebirth of our city"—in both his position with the Rubin real estate firm and as president of the Chamber of Commerce. He helped to sell the Marriott Corporation on the idea of being the major hotel in the Convention Center. Then as head of the Chamber, he convinced City Council to designate Marriott as the primary hotel/developer, a move that was crucial in getting legislation passed to complete the project.

Pizzi believes strongly in American cities. "Purely from a social standpoint, cities are important to me because they have been the areas that have provided opportunities for immigrants to become part of the mainstream like I am

today." The economic future of cities like Philadelphia, however, doesn't just depend on projects like the Convention Center and center city prosperity.

"There's no question that cities have incredible problems because of infrastructure policy issues that have been coming out of Washington for decades," says Pizzi.

"Although the downtowns will be in great shape, the real challenge is trying to bring back the neighborhoods."

And one way to do this, he says, is for city officials to take advantage of the strengths of universities like La Salle and promote policies that will enable such institutions to grow, remain competitive, and provide economic help for its neighbors.

"Universities are the factories of the '90s for cities," he explained, adding that city officials must pay close attention to leveraging the economic impact of students and faculty because these institutions of higher education are the ones that provide many of the jobs for neighborhoods and pump considerable amounts of money into nearby businesses and the surrounding community.

Pizzi commuted and worked his way through college as a bartender at a country club. La Salle provided him with a great perspective. The basketball team was enjoying considerable success with Kenny Durrett and women had just arrived on campus. ROTC, Vietnam, and the question of homosexuality were major issues.

"It was really a great time to be there," he recalls. "Women provided diversity. They made their mark and raised the standards a lot of different ways. They changed the face of the campus. The Christian Brothers gave me the opportunity to expand my horizons, not only academically but I think spiritually. They allowed us to ask questions. A lot of the self-confidence that I exude today comes from the fact that the instructors and professors were really terrific. They helped to formulate my thinking and my approach to life."

Pizzi serves on a variety of civic, cultural, educational, and philanthropic boards in the Philadelphia area. He was recently elected chairman of the Board of Directors of WHYY, Inc., the prime public television and radio stations serving Pennsylvania, New Jersey, and Delaware, a position which he describes as an "enormous challenge with a great foundation to build on."

Describing WHYY's staff, facilities, and digital TV technology as "absolutely first rate," Pizzi said that he hopes to see the stations provide more local programming as the "megaphone for policy issues for the tri-state area." Pizzi lives near the Wissahickon Creek in Northwest Philadelphia with his wife, Elise Robinson, who teaches at Villanova University's Graduate School of Nursing. They have four sons.

University Mourns Tragic Death of Brother Joseph Keenan, a Religion Professor and Founder of the Urasenke Tea Ceremony



Members of the La Salle University community mourned the sudden and tragic death of Joseph Keenan, F.S.C., Ph.D., '56, a popular associate professor of religion and founder of the unique Urasenke Tea Ceremony on campus, who died after being struck by a hit-and-run driver in front of

the Christian Brothers' residence in the Mount Airy section of Philadelphia on Feb. 27.

Brother Keenan, 68, a graduate of La Salle College High School who earned a master's degree in music and a doctorate in liturgical studies at The Catholic University of America, in Washington, D.C., had been a member of the university's faculty since 1963.

Dr. Geoffrey B. Kelly, '54, chairman of the Religion Department, said that Brother Keenan, a member of the De La Salle Christian Brothers for 46 years and one of the driving forces behind the university's multi-cultural program, was one of those La Salle teachers that he considered "irreplaceable"—for a variety of reasons.

"First of all he was a Christian Brother and his death is a tremendous loss to the order that founded La Salle University," explained Kelly. "In a very special way he has continued the tradition of St. John Baptist de La Salle. In the classroom, Joe was a dynamo. He had a sparkling personality. He was brilliant teacher, yet with a great sense of humor, who was very much beloved of the students."

Kelly says that Brother Keenan was always "lighting up the atmosphere" among his colleagues in the Religion Department. "He always had a smile, always a pleasant word, and yet was always dedicated and very insightful in the departmental meetings. He brought not just a very deep faith into the department but also a very great sense of humor and a lot of talent that helped enrich all of us."

Kelly recalls that Brother Joseph's students were so stunned when he told them the tragic news, that he had to dismiss the classes after they had all remembered him and the Christian Brothers in their prayers. "Seeing them

sitting there, they were so stunned and shocked and saddened. You could see all those emotions on their faces. They had lost not just a great teacher but they had lost a friend."

Brother Keenan first developed an interest in Japanese culture in the early 1980s when he attended lessons in the Japanese Tea Ceremony at the Philadelphia Museum of Art. He wrote a paper discussing the parallels and similarities between the tea ceremony and Roman Catholic Mass for the North American Academy of Liturgy. After being asked by that group to conduct a tea ceremony, he began taking weekly lessons at the Urasenke School in New York and planning for introducing the program on campus.

When the Japanese Tea Ceremony School was introduced prior to the dedication of the Tea Ceremony House on the recently-acquired Belfield Estate on Sept. 27, 1987, La Salle became an official branch of the Urasenke Tea School and the only college or university on the East coast offering instruction in the ancient Japanese ritual. Brother Keenan spent the 1990-91 academic year on a sabbatical research leave in Japan studying that nation's religions. Much of his time was spent at the Urasenke School in Kyoto where Chado, or "the way of the tea," is perfected. Chado, a ritualized event, blends aesthetic, social, and spiritual aspects into one of the richest threads of Japanese culture. The ceremony is ordinarily conducted for a maximum of five people and can last anywhere from 20 minutes to five hours.

Brother Keenan created one of the Religion Department's most popular courses, "Eucharist and the Japanese Tea Ceremony," which was offered in the evenings during the fall semester and during the day in the spring. Dr. Kelly says that the course was always over-subscribed and he ended up turning away students every semester, resulting in a constant waiting list for both sections.

Two years ago, Brother Keenan sponsored Soshitsu Sen XV, the grand tea master of Urasenke, Japan's largest tea school, for an honorary doctor of humane letters degree at La Salle's 134th commencement. Brother Keenan, who published a number of articles on the Japanese Tea Ceremony in professional journals, also presented papers on the topic at various conferences and taught courses on the ritual at the Philadelphia Museum of Art. The Religion section in the 1998 La Salle University Yearbook, *The Explorer*, was dedicated in his honor.

A Mass of Christian Burial was celebrated in the De La Salle Chapel on La Salle's campus on March 3. Burial was the following day at the Christian Brothers' Cemetery, in Annapolis, Md.

—RSL

La Salle Hosts Student Leaders from Across the Nation

What do cheesesteaks, Mummers, and Rocky Balboa have in common? They are all part of a national conference of student leaders and volunteers that was held at La Salle University for the first time ever on the weekend of November 6-8.

The conference gathered some 1,000 students from nearly 300 colleges and universities—all members of the Central Atlantic Affiliate of College and University Residence Halls (CAACURH). Its main purpose was to foster leadership throughout the college campus.

"It's a group of students who are considered leaders on their campus," explained Chris Pinto, conference chair and La Salle University senior. "It is a showcase of the best student leadership."

Pinto selected "Champions in Training" as the theme for the conference, in light of Philadelphia's proud Rocky connection. It is also appropriate it was the first time CAACURH ever came to Philadelphia, and the first time a conference of this magnitude was ever hosted at La Salle's campus.

Although the weekend was designed to energize students, it was more than just a pep rally. "It's also a learning experience," said Pinto. "Students learned how to help fellow students, the community in which they live, and how to be active." A full day of instructional sessions covering topics from motivational techniques, to ways to utilize the media to your advantage was held. That same day, a taste of Philadelphia was given to all students from seven states across the country who never had the pleasure of experiencing a true Philly cheesesteak.

The event was a dream come true for Pinto, who worked hard with a committee of fifteen other student volunteers for the past two years to bring the conference to life. "I've been waiting so long and working so hard to bring it here. I'm excited at the thought of all these people coming and sharing in what we've done as a group," Pinto said.

The schedule of events included performances from the Angels of Harmony Gospel Choir and La Salle's dance and cheer teams. Guest speaker and author Paul Loeb discussed his recently published book entitled, *Generations at the Crossroads: Apathy and Action on the American Campus*.

Formal closing ceremonies were held at the Adams Mark Exhibition Center with Philadelphia Mayor Ed Rendell greeting all of the delegates at the banquet that was accompanied by the sounds of the Greater Overbrook String Band, whose captain, the youngest in Mummers' history, is Francis Voight, '98.

La Salle revamps graduate program in Pastoral Counseling

After years of being part of the graduate psychology curriculum, La Salle University's Master of Arts program in Pastoral Counseling is stressing its theological foundation and finding a home in Graduate Religion.

"You, too, can perform miracles by touching the hearts of others," was the stated belief of St. John Baptist de La Salle, who founded the Christian Brothers teaching order 300 years ago. Today, Fr. Frank Berna, OFM, Ph.D., director of the university's Graduate Programs in Theological, Pastoral and Liturgical Studies, believes the same.

Father Berna is looking for prospective students who want to listen with compassion and make miracles happen.

Pastoral Counseling is a part-time program for working professionals looking for career change or enhancement.

"What makes this program unique is that it is pastoral counseling for lay people, and they come from all walks of life, including social work, law and education," Berna said.

Pastoral Counseling gives students a solid theological foundation as well as the psychological skills necessary to support families and individuals in moments of growth, crisis and loss. Graduates can pursue careers as hospice care personnel, parish nurses, hospital and prison chaplains, and counselors for high school, college and parish ministries.

Some of the courses include "Religion and Culture," "Human Sexuality and Christian Marriage," "Counseling the Adolescent," "Ministry to Families in the Face of Loss," "Understanding Human Death," "Counseling Theories," and "Human Behavior: Developmental Theories."

For Berna, the strength of the program is that it is a type of counseling that pays attention to people's religious beliefs. "The program was originally a part of graduate psychology," he said, "but because of a growing interest in the religious aspect of a person's well-being, Pastoral Counseling is now a part of Graduate Religion."

Rosa Lee Smith Receives Award Named in Honor of Her Late Husband

Nearly a decade after her husband's death, Rosa Lee Smith continues to carry on Dr. Warren E. Smith's legacy of love to his family, community, and beloved alma mater, La Salle University. On the tenth anniversary of an award established in his honor, it is appropriate that she was the recipient.

It happened on January 22 at the annual dinner sponsored by the African American Alumni and African American Students League when Mrs. Smith was presented with a Lifetime Achievement Award in recognition of her undying commitment to traditional Lasallian values in intellectual and spiritual pursuits.

"Although the Warren E. Smith, M.D., Award is usually given to a La Salle grad, the selection committee felt Mrs. Smith would be the perfect recipient of this year's award because of her valiant efforts to continue her husband's work," said George "Bud" Dotsey, '69, the university's director of alumni.

"When I was asked to accept the award named after my husband, my eyes immediately filled with tears," Mrs. Smith said. "It's such a privilege. I will do anything I can to honor him."

Her husband of 42 years, after whom several mental health clinics in Northwest Philadelphia are named, was one of the first African Americans to graduate from La Salle's Pre-Med program in 1954. For 15 years, he served as the university's psychiatrist before his death in 1990.

Mrs. Smith is a certified social worker and community activist in the West Oak Lane section of Philadelphia. Although originally from Pittsburgh, she made a home for her family just a few blocks from La Salle's campus when she married Warren over 50 years ago.

Like her husband, Mrs. Smith said she has a strong love of people and believes there is a basic good to be found in all people.

"Warren opened the door for a profound difference in my life," she said. "I became the social worker I would have never been if it weren't for him," she continued. "He is a part of who I am and what I'm doing—always."

A graduate of West Virginia State College, Mrs. Smith obtained her masters degree in social work from Bryn Mawr College in 1951. After serving a number of positions in the social work field, she came to La Salle as a counselor in their Academic Discovery Program



Rosa Lee Smith holds her gift, a lithograph of an original oil painting by Nigerian artist Ibatayo A. Ojomo. Also pictured are Alumni Association president Nicholas J. Lisi (left), La Salle University president Nicholas A. Giordano, and African American Student League president Larry Alston (right).

(ADP) for 12 years before leaving to take care of her ailing husband in 1989.

"I was always impressed with Mrs. Smith's insight into the true needs of our students," said director of La Salle's ADP, Bob Miedel. "She is a very special kind of person with special gifts."

"I have so many treasured memories of La Salle," Mrs. Smith said. "The experiences my husband and I have had there are forever engraved in my spirit."

In addition to her many roles in the workplace, Mrs. Smith has also held positions on various committees in her community. As member of the Berean Presbyterian Church, she served as an Elder and is currently finishing up her second year of biblical study. Some organizations she belongs to include the Academy of Certified Social Workers, the Medical Commission on Human Rights, the Royal Academy of Mental Health in England, NAACP, and the Urban Center Advisory Board at La Salle.

Of all her accomplishments, Mrs. Smith said she is most proud of her ability to touch the lives of others. "Knowing that I've been able to use my life to help

(continued on next page)



Kevin Dalmasse



Bud Hansen



Jeffrey Nick



Joseph Rodriguez

University's Board of Trustees Adds Four Members

Four new members have joined La Salle's Board of Trustees, it was announced by Nicholas A. Giordano, '65, the university's president.

They are Brother Kevin Dalmasse, F.S.C., '81, auxiliary visitor and director of education of the Baltimore Province of the De La Salle Christian Brothers; Elmer F. (Bud) Hansen, '58, founder of Hansen Properties, Inc., in Pennsylvania and Florida; Jeffrey J. Nick, chief executive officer of Delaware Management Holdings, Inc., in Philadelphia; and U.S. District Court Judge Joseph Rodriguez, '55, of New Jersey. Hansen previously served as a trustee of the university from 1986 to 1995.

Brother Dalmasse, who was named provincial in 1998, was principal at Bishop Walsh Middle High School, in Cumberland, Md., from 1995-97 where he had previously taught. In addition to serving for three years as director of vocations of the Baltimore Province, he has taught and worked in a number of administrative capacities at West Philadelphia Catholic High School and La Salle College High School, in Wyndmoor, Pa.

Hansen's company is engaged in real estate development that includes commercial, residential, and golf course communities. He has twice been honored as the developer of Communities of the Year for the Commonwealth National Country Club, outside Philadelphia, and the BallenIsles Country Club, in South Florida. The past president of the Philadelphia chapter of Legatus, he holds an honorary doctor of humane letters degree from St. Charles Seminary.

Nick is a graduate of Princeton University with an MBA from the University of Chicago. In addition to positions early in his career in management consultancy with Arthur D. Little, Inc., and merchant banking with Chase Investment Bank, he has worked in various executive capacities for the Lincoln National Corporation in the U.S. and London. In 1996, he was named president and CEO of Lincoln National Investment Companies, the holding company for LNC's third party investment and mutual fund business which encompasses, among others, Delaware Management Holdings, Inc.

Judge Rodriguez, a graduate of Rutgers University Law School, served in the cabinet-level position of Public Advocate/Public Defender for the State of New Jersey from 1992-95. He was a partner in the law firm of Brown & Connery, in Westmont, N.J., from 1959 to 1982. A past president of the New Jersey Bar Association, he holds a number of honorary degrees and has taught at Rutgers University and the University of Pennsylvania Law Schools. He received the "Man of the Year" award from the National Hispanic Bar Association in 1992.

somebody else is all the reward I would want on earth," she said. "The life that touches the lives of others goes on forever."

Robin, the Smiths' youngest daughter, graduated from La Salle in 1983. Now a psychologist, she is a consultant for national talk shows and has appeared on Montel Williams, Sally Jesse Raphael, and CNBC. "Dr. Robin," as she is affectionately known, is frequently heard as a guest expert on radio stations across the country.

Daniel J. Tann, Esq., '82, and Michael A. Mosley, '82, co-organizers of the African American Alumni, introduced an initiative at the dinner to more formally organize the organization.

New Director of Community Learning Center Appointed



Louise Giugliano has been appointed the new director of the university's Community Learning Center.

Prior to coming to La Salle, Giugliano worked as deputy director of PennSERVE, a statewide initiative to engage all citizens in community service, based at the Governor's Office of Citizen Service. "It gave me the opportunity to work in a variety of settings in this state by establishing regional networks," she said.

In addition to serving as an educational consultant in service learning and education reform, Giugliano was the director of the National Center for Service Learning and School Change, located at Cabrini College; director of Curriculum-Based Youth Service-Pennsylvania Citizen Service Project and director of community service at Abington (Pa.) Friends School. She also taught U.S. History at Abington Friends School and American Government at the Community College of Philadelphia.

"I wanted to work in higher education. I am interested in seeing how much we can cross over by working with the faculty and the community," said Giugliano.

At her new job, she hopes to "facilitate the good work of the people who are here," and will also "allow things to happen and be reflective about the work that is being done.

"I wanted to work in an institution where its mission supported the efforts of social justice," Giugliano said. "In the short time I have been here, I have seen social justice in action. These people walk their talk."

A native of Long Island, N.Y., Giugliano attended the State University of New York at Oneonta. She continued schooling at the University of Copenhagen in Denmark and later received her master's degree at George Washington University. She holds bachelor's and master's degrees in political science. She lives in Narberth with her 19-year-old daughter, a student at the University of the Arts in Philadelphia. She served on the Lower Merion School Board.

The Community Learning Center offers programs focusing on topics such as AIDS awareness, homelessness, tutoring for adults and children, as well as Habitat for Humanity, Amnesty International and Elder Care. The center also offers alternative breaks for students through the Chile Service Project, Project Appalachia and the Week of Hope in Boston, Mass. The center has more than 25 programs available to the community, all of which are run by La Salle students. The main idea of the center is that, through service, a community can be built and barriers of prejudice, injustice and stereotypes will be broken down.

La Salle on the Internet

You can e-mail the Alumni Office at

alumni@lasalle.edu.

If you would like to learn what's going on at the university, visit our

Homepage at

www.lasalle.edu

La Salle Sponsors Evening of Career Opportunities for Young Alumni

La Salle's Alumni and Career Planning Offices have joined PACNet, a consortium of five local institutions sponsoring "Access '99," an evening of career opportunities for young alumni, from 5:00 to 9:00 P.M. on April 29 at the Valley Forge Hilton.

Workshops on "High-tech Careers for Low-tech People" and "Charting Your Own Course: How to Start Your Own Small Business" will be offered twice, at 6:00 and 7:00 P.M. Some three dozen employers who are seeking job candidates with between two and ten years experience are expected to participate.

Registration is \$10 and can be arranged by calling the Alumni Office at 1-888-4-ALUM LU or by email: alumni@lasalle.edu.

SCHOOL OF BUSINESS ADMINISTRATION

'49 50TH REUNION MAY 15, 1999

'49
Father Joseph J. Miele, pastor of St. Anthony of Padua Church, in Red Bank, N. J., has joined the distinguished list of retired senior priests of the Trenton Diocese. **Albert W. Rostien** has been teaching English as a Second Language and giving social service support to Asian immigrants for ten years since his retirement in 1988.

'51
Robert F. Weinman has retired from the County of Bucks (Pa.) as the chief deputy controller after 12 years of service. Prior to this position, **Weinman** maintained an accounting practice for more than 30 years and was an assistant accounting professor at La Salle from 1964 through 1970.

'54 45TH REUNION MAY 15TH, 1999

'56
Joseph Schnupp has retired from the Xerox Corporation in Rochester, N.Y. after 34 years.

'59 40TH REUNION MAY 15, 1999

Cloran



'61
Joseph H. Cloran, a former president of the university's Alumni Association, has retired after 24 years with American Express, most recently as vice president of travel industries.

'62
Russell T. DiBella recently attended the annual national meeting of the Association of Former Special Agents of the IRS, where he was elected first vice-president/president-elect.

'64 35TH REUNION MAY 15, 1999

'69 30TH REUNION MAY 15, 1999

'70
C. Raymond Larkin, Jr., formerly president and CEO of Nellcor Puritan Bennett Corporation, was elected trustee of St. Mary's College of California, an institution of higher education sponsored by the Christian Brothers.



Leese

'71
Lawrence G. Leese, president of Mid-Atlantic Collections in Marlton, N.J., has been elected president of Philadelphia Business Executives (PBE), the premier business networking association in the Delaware Valley.

'73
Michael J. Buckley, CLU, ChFC, has been promoted to executive vice president and chief marketing officer for American General Life and Accident Insurance Company. He will be responsible for all sales and marketing functions, including the firm's 7,000 career agents in 26 states. **Donald Miller**, has retired and moved to Ivins, Utah where he is starting a new career selling mutual funds.

'74 25TH REUNION MAY 15, 1999

'74
Madeline Janowski, CPA, a director in the Tax Department of Asher & Company, Ltd., has been elected president of the Philadelphia Estate Planning Council, a non-profit continuing education and networking organization for professionals involved in estate planning throughout the Delaware Valley.

'77
Rosemary A. Gallagher, CPA, was named chief financial officer at BancBoston Capital, a provider of equity options ranging from venture capital to equity sponsorship, co-investment and mezzanine capital, as well as a global purchaser of secondary LP interests.

'79 20TH REUNION MAY 15, 1999

'79
BIRTH: to **Edward J. Zajac**,



Big Five Hall-of-Famers On and Off the Court

University president Nicholas A. Giordano, '65, greets La Salle's newest members of the Big Five Hall of Fame prior to their induction in ceremonies held this year on Dec. 1 at the Tom Gola Arena. They are Jennifer Cole, '93, the women's all-time single game, single season, and career scoring leader with a total of 1,875 points, and Jack Hurd, '92, the Explorers' top career three-point scorer and tenth all-time point-leader with 1,693 points. Cole and Hurd were named GTE Academic All Americas in 1992, the first time that one school had first team Academic All Americas in both men's and women's basketball.

Ph.D., and his wife, Linda, their second child, a daughter, Laura Alice.

'80
Kevin Davis, formerly the operations leader for St. Mary's Health System, in Knoxville, Tenn., was recently named chief resource officer for Catholic Healthcare Partners, in Cincinnati, Ohio.

'83
BIRTHS: to **Kevin Finlay** and **Patricia Pendergast Finlay**, their third son, Sean Robert; to **Michael Papa** and his wife, Lynn, twin boys, Zachary and Benjamin.

'84 15TH REUNION MAY 15, 1999

'84
Henry J. Straub was promoted from controller to CFO of Old Guard Insurance Group, in Lancaster, Pa. **Straub** previously spent 13 years in the Harrisburg and Philadelphia audit practices offices of KPMG Peat Marwick. **BIRTHS:** to **Frederick C. Mischler, Jr.**, and **Maureen McGonigal-Mischler ('85 BA)**, their third child, a daughter, Dana Marie; to **Sari A. Simon** and her

husband, Jeffrey Groh, a son, Bailey Alexander.

'85
BIRTH: to **Mark G. Tressel** and his wife, Rosalie, a daughter, Rosalie Ann.

'86
Timothy C. Stephens has been promoted to account manager for Diversified Software. **BIRTHS:** to **Marianne McErlane Smith** and her husband, George, their first child, a daughter, Miranda Frances; to **Joseph E. Truitt** and his wife, Nadine, a son, Nathaniel Joseph.

'87
BIRTH: to **John D. Rilling, CPA**, and **Maureen Ryan Rilling ('88 BA, '92 MA)**, their second child, a son, Joseph Andrew.

'89 10TH REUNION MAY 15, 1999

'89
Christine M. Kreeley, R.N., has been named director of nursing for hospital services at Philadelphia Geriatric Center (PGC). She will supervise nursing care

alumni notes

for the Hospital of the Home for the Jewish Aged, a 28-bed geriatric hospital in PGC's Friedman Pavilion.



Kreeley

She will also oversee nursing care for PGC's outpatient services department, including the department's short-procedures unit; and for the on-campus office of Senior Health Associates, PGC's community medical practice.

MARRIAGE: William Boell to Susan Hanson.

BIRTH: to Patricia Mahoney Grabowski and her husband, Dave, a son, David.

'91

MARRIAGE: Kevin Lenny to Maureen Hutchinson.

BIRTHS: to Diane Browne Burke and Joseph Burke ('90 BA), their first child, a son, Vincent John; to Albert Raggio and his wife, Lori, their second son, Michael Albert.

'92

Scott Campbell is a marketing manager at Intuit, in Alexandria, Va. **Thomas Furer** is a financial analyst with Solomon-Smith Barney, in New York.

MARRIAGES: Christopher J. Barbier to Jennifer M.

DeBernardi; Thomas Furer to Kathleen McGovern ('94 BA).

'93

MARRIAGE: William Krause to Jennifer Ann Cronan.

'94

5TH REUNION MAY 15TH, 1999

'94

Michael J. Ragan is a project manager for The Delaney Companies, in Blue Bell, Pa. **MARRIAGE:** Memie D. Myers to Erick Whiteside.

BIRTH: to Christopher De Santo and Rosa Ann Cacia De Santo, their first child, a daughter, Domenique Alexa.

'95

Coreen Ballisty Ragan is a financial analyst for McNeil Consumer Products, in Fort Washington, Pa.

MARRIAGE: Brian C. Reilly to

Shannon R. Mailey.

'96

MARRIAGE: Julie M. Bruce to Matthew Riley ('96 BA).

SCHOOL OF ARTS & SCIENCES

'49

50TH REUNION MAY 15TH, 1999

'49

Joseph L. Battaglini and **Edward P. Carey** ('56 BA) recently met at an elderhostel program at the Holy Cross Monastery in West Park, N.Y., and enthusiastically recommend the experience. Elderhosteler is a non-profit organization that offers inexpensive, short-term continuing educational programs for older adults at some 1,800 institutions throughout the U.S., Canada, and 40 nations around the world.

'53

Dr. & Mrs. G. Russell Reiss, Jr., during a recent trip to San Francisco to attend the annual meeting of the American Academy of Pediatrics, visited with **Vince D'Andrea, M.D.**, and his wife Shirley. **Dr. D'Andrea** recently retired from the Psychiatry Department at Stanford University and is living in Atherton, Calif. **Thomas E. Wallace** retired from Lower Merion School District, in the Philadelphia suburbs, where he worked for 24 years as a teacher of German, French, English and A.P. History. **Wallace** was also the athletic director for 20 years and coach of two undefeated football teams and eight undefeated tennis teams. He also taught for 13 years at Philadelphia's West Catholic High School and Pittsburgh's Central Catholic High School, and served for seven years as vocation director for the Baltimore Province of the Christian Brothers.

'54

45TH REUNION MAY 15TH, 1999

'57

Peter Boyle is starring in the hit television show, "Everybody Loves Raymond," which is aired on Mondays on CBS at 9:00 P.M. (EST).

'58

Joseph McGuinness has retired from teaching and administration after 38 years with the School District of Philadelphia.

'59

40TH REUNION MAY 15TH, 1999



Betz

'61

Paul F. Betz, Ph.D., a Wordsworth Scholar at Georgetown University, has donated the papers of 18th-century poet Susanna Blamire to the Wordsworth Trust at Grasmere, located in the English Lake district of northwestern England. **Betz** acquired some of the papers of Blamire, one of the earliest Romantic poets (1743-1796), in 1995 at an auction at Sotheby's. He also arranged to have the rest of the Blamire archives that had been in the hands of descendants of Susanna's brother, William, presented to the Trust.



McFadden

Joseph P. McFadden has retired from the home office of Allstate Insurance Company in Illinois. His last assignment was as territorial vice president which entailed responsibility for all insurance operations for the company in the eastern part of the country. **Richard M. Schieken, M.D.**, is profes-

sor and chairman of pediatric cardiology at Medical College of Virginia/VCU. **Dr. Schieken** recently graduated with a master's degree in health care administration from Medical College of Virginia.

'62

Nicholas J. Lisi, Esq., partner in Padova & Lisi in Philadelphia, was recently appointed to the Center City Advisory Board of Jefferson Bank. **George Vercessi** recently published his latest novel, "We The People," on the World Wide Web site www.1stbooks.com. The novel is a political thriller that uncovers a cunning scheme by the First Lady to take over the Presidency through murder and deceit. **Vercessi**, a retired U. S. Navy captain, has been writing since 1991 and is credited with developing and co-producing "The Silver Strand," an MGM film produced for the television cable network, Showtime.



Cronin

'63

Patrick J. Cronin, who has appeared in numerous films, television shows, and commercials, is serving as chairholder of the Wayne G. Basler Chair of Excellence this spring at East Tennessee State University. **Cronin** will teach a course, "Acting for the Camera," deliver four public lectures, and make appearances at various high schools and civic groups in the Johnson City area. **Francis X. Gindhart** has joined Patton

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

Grimes Lecture	April 11
President's Cup Golf Tournament	April 19
Roland Holroyd Lecture	April 23
PACNet Networking (Valley Forge Hilton)	April 29
Alumni Association Board Meeting (Communication Center)	May 5
REUNION '99	May 15
Baccalaureate Liturgy/ Senior Faculty Reception	May 22
Commencement/Alumni Induction Ceremony	May 23
Chicago Area Reception for Brother Michael McGinniss	June 25
Young Alumni Reception (Princeton Inn, Avalon, N.J.)	August 28

Boggs, LLP, as counsel to its intellectual property group, in Washington, D.C.

'64 35TH REUNION MAY 15TH, 1999

'64
Sean Gresh, Ed.D., represented his Alma Mater at the inauguration of Roy J. Nirschel, second president of Newbury College, in Brookline, Mass.

'65
Dr. James A. Dunn, Jr., professor of political science at Rutgers University-Camden, recently published a book, "Driving Forces: The Automobile Its Enemies and the Politics of Mobility," with the Brookings Institution Press, Washington, D.C. **Martin Zewe, F.S.C.**, was selected by the Lasallian Mission and Ministry Committee of the Baltimore Province of the Christian Brothers as its Distinguished Educator of the Year.

'66
Thomas J. Bonner, a partner in the law firm of Sullivan &

Donovan, LLP, has been named chair of the New York State Bar Association's 2,030-member International Law and Practice Section. **Bonner** practices in the areas of banking, trade, litigation and immigration law. **Bruce Zehnle** delivered a workshop at the National Catholic Education Association Convention in New Orleans, La.

Vergare



'67
Dr. Augustine E. Moffitt, Jr., senior vice president and chief administrative officer at Bethlehem Steel Corporation, in Bethlehem, Pa., has been elected to the board of directors of the National Safety Council for a two-year term. Prior to joining Bethlehem Steel in 1973, **Dr. Moffitt** worked for the National Institute for Occupational Safety and Health. **Michael J. Vergare, M.D.**, has been named the

Daniel Lieberman Professor and chairman of the Department of Psychiatry and Human Behavior at Jefferson Medical College of Thomas Jefferson University, in Philadelphia. **Dr. Vergare** will continue as chairman of the Department of Psychiatry at Philadelphia's Albert Einstein Medical Center.

'69 30TH REUNION MAY 15TH, 1999

'69
Francis J. Sullivan, Esq., senior partner of the law firm of Sullivan & Sullivan, has been elected president of the Bucks County (Pa.) Bar Association. BIRTH: to **John P. (Jack) McLaughlin** and his wife Karen, a son, Jackson.

'70
James M. Carroll is a freelance writer dealing mainly with employment law issues. **Carroll** has also authored a new book entitled, "Golf From the Fringe." **Paul Howard**, a 25-year Department of Correction veteran, is bureau

chief of Delaware prisons and is responsible for all six of the state's prisons and their 5,800 inmates. **Anthony M. Matteo** has been promoted to full professor of philosophy and elected president of the faculty at Elizabethtown (Pa.) College.

'71
Jeff Jonaitis is the founder and president of Star Intermodal Services, Inc. in Westfield, Mass., a regional trucking company serving New England. **George E. Kientzy, Jr.**, is serving his second term as chairman of the Bethesda Hospital Foundation. The Foundation raised \$3.9 million in less than a year for an endowment for its community-owned, not-for-profit hospital in Florida. **Brian J. Laline**, associate editor of the *Staten Island Advance*, in New York, has been selected to receive the Albert V. Maniscalco Award in recognition of his support of community issues. Since 1986, this award has been presented to servants of the public who model the activism of Staten Island's ninth borough president.



**EXPLORE NEW HEIGHTS. . .
Become a member of the
La Salle Explorer Club**

The Explorer Club is the athletic development fund for La Salle University and provides support for 23 intercollegiate athletic programs. Members of the Explorer Club can receive benefits at various levels including priority for purchasing the best seats in the house for ticketed events. Gifts can be designated for the sport of your choice or to the General Athletic Fund.

To receive an Explorer Club Membership application or for more information call (215) 951-1606.

PROGRAM AREAS SUPPORTED BY THE EXPLORER CLUB:

- Athletic Recruitment Program
- Academic and Student Support Program
- Degree Completion Assistance Program
- Athletic Equipment and Supplies
- Athletic Publications and Promotional Materials
- Radio and TV Production
- Athletic Travel
- Other Special Needs

2nd Annual Explorer Club Spring Fund Drive

We are looking for individuals who are interested in serving as fund drive workers. All interested persons should contact the Athletic Advancement Office at (215) 951-1606.



La Salle President Nicholas Giordano, '65, chats with Explorer Club President John Carabello, DMD, '62.

Fund Drive Schedule of Events:

Training Session	April 13
Kick Off Party	April 22
Reporting Sessions	May 6, 20
Phonathons	May 10/11, 17/18, 24/25
Victory Celebration	May 27

alumni notes



Merkle

Edward R. Merkle, former captain of La Salle's swim team, has been selected twice for inclusion in the publication, *Who's Who Among American Teachers*. Merkle teaches world history, world geography and world culture at the Dreyfoos School of the Arts, in Palm Beach County, Fla.

'72 U.S. Navy Capt. William E. Lehner, M.D., recently reported for duty at the National Naval Medical Center, in Bethesda, Md.

'73 Michael F. Raczynski was promoted to assistant vice president for student affairs/student facilities and finance at the University of Alabama at Birmingham.

'74 25TH REUNION MAY 15TH, 1999

'74 Alexander D. Bono, a partner in the law firm of Blank Rome Comisky & McCauley LLP and a member of its management committee, has been selected to serve a fourth term as chair of the American Bar Association's Securities Litigation Subcommittee on Accounting Issues. Bono is a frequent lecturer and author on various topics relating to complex, financial and class action litigation, and has served as court-appointed liaison counsel and class counsel in such cases.



DiPiero

The National Board of Trial Advocacy announced that **Andrew DiPiero, Jr.**, has successfully achieved board certification as a civil trial

advocate through NBTA. **DiPiero** recently joined the law firm of Master, Weinstein, Schnoll & Dodig, in Philadelphia.

'75 George J. Zimmerman, Ph.D., has been named director of Colgate Palmolive's Global Year 2000 Compliance Program.

'76 Dr. Don Di Ienno specializes in the art of hair transplantation in Clearwater, Fla.

'77 Louis A. Petroni is the managing partner for Montgomery McCracken Walker & Rhoads' New Jersey office.

'78 Joseph M. Phillips, Jr., Ph.D. was appointed associate dean/director of graduate business programs at Creighton University, in Omaha, Neb.

'79 20TH REUNION MAY 15TH, 1999

'79 John M. Draganescu, M.D., authored a case study and review of Vitamin C deficiency that was published in the November, 1998 issue of *Postgraduate Medicine*.

'80 Dr. James P. Whelan has been appointed by the Governor of Tennessee to serve on that state's Psychology Licensing Board.

'81 Dr. Gene Eline, Jr. has been inducted as a fellow of the American Academy of Orthopaedic Surgeons. **Dr. Eline** practices spinal surgery in Beaufort and Hilton Head, S. C. and is a clinical professor at the Medical University of South Carolina in Charleston. **Harvey L. Madonick, M.D.** is chairman of emergency medicine at Berkshire Medical Center, in Pittsfield, Mass. BIRTH: to **Harvey L. Madonick, M.D.**, and his wife, Vicki, their fourth child, Darby Sara.

'83 Jude Conroy is an assistant district attorney in the Philadelphia District Attorney's Office. Since 1993, he had been serving in the Homicide Unit.

'84 15TH REUNION MAY 15TH, 1999

Hayman Center



Pledges and Gifts

as of 3/23/99

Groups	Pledges	Amount	Gifts	Amount
Alumni	5,080	\$1,752,324	5,531	\$1,130,095
Other Orgs.	5	12,295	6	7,295
Parents	841	151,018	910	82,064
Matching Gifts	388	76,455	388	76,455
Faculty/Staff	49	45,561	44	22,694
Friends	25	22,200	34	18,875
Corporations	8	48,875	8	26,375
Foundations				
Total			6,885	\$1,363,853

OPTIONS

Did you know that one of your many options for making a gift to La Salle University is the use of stock options?

Incentive stock options are a great employee benefit. However, there are two factors that can be a drawback for some individuals: the recognition of taxable income and the out of pocket expense to exercise them.

When a stock option is exercised the difference between the exercise price and the current market value must be reported as ordinary taxable income.

The stock can be donated to La Salle and a charitable contribution would be allowed for the difference between the fair market value and the recognized taxable income.

For example: A person that exercises a stock option to purchase shares at \$75 when the stock is selling at \$100 would recognize \$25 ordinary taxable income. If he donates the stock to La Salle, he would receive a charitable deduction for \$75 (fair market value less ordinary taxable income). Thus, the charitable deduction would offset the recognized income.

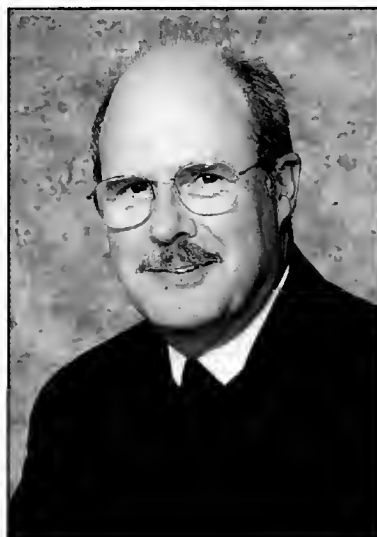
For those individuals who may not have the necessary cash, there are other options.

For more information contact Gregory J. D'Angelo, the university's director of planned giving, at (215) 951-1881.

WE ARE PLEASED TO ANNOUNCE

**THE
PRESIDENTIAL
INAUGURAL WEEKEND
FOR**

**BROTHER MICHAEL J. MCGINNISS,
F.S.C., PH.D., '70**



**FRIDAY, SEPTEMBER 24TH
SATURDAY, SEPTEMBER 25TH
SUNDAY, SEPTEMBER 26TH**

**THE FORMAL INAUGURAL CEREMONY
WILL BE HELD
ON FRIDAY AFTERNOON**

**A FULL SCHEDULE OF EVENTS
WILL APPEAR IN THE SUMMER ISSUE
OF LA SALLE**

alumni notes



Coppola

'85
Steven A. Coccodrilli was promoted to district sales manager for TAP Pharmaceuticals. **Marco Coppola, D.O., FACEP**, has joined the department of emergency medicine at Scott & White, in Temple, Texas. **Dr. Coppola** will be the director of the Emergency Medicine Residency program, and research director of the Department of Emergency Medicine.



Henderson

Barbara Pomponio Henderson, director of communications of the American Heart Association, Southeastern Pennsylvania Region, has been honored by the Association with the Rome Betts Award of Excellence in Communications. The national award is given annually to recognize exceptional achievements by an individual in the field of communications and media relations. **MARRIAGE: Patricia D. Schena** to Thomas J. Grube. **BIRTH: to Maureen McGonigal-Mischler and Frederick C. Mischler, Jr. ('84 BBA)**, their third child, a daughter, Dana Marie.

'86
Kevin M. Cregan, M.D., has accepted a position as staff radiologist at Good Samaritan Hospital, in Pottsville, Pa. **Laura Peszka Gible** is the executive director of Child Care Consultants, Inc. of York, Pa., and is responsible for the administration of the nonprofit child care resource and referral agency with a \$2.9 million budget. **Gible** is the public policy chairwoman for the York Area Association of the Education of Young People, which honored her this year with its Children's Champion Award. **MARRIAGE: Gregory Braun** to **Judith Gallagher**. **BIRTH: to Lisa Tresnan Allen**

and her husband, Greg, their first child, a daughter, Grace Patricia.

'87
BIRTH: to Mary Timmins Schluth and her husband, Rob, a daughter, Catherine Grace. Both grandfathers, **Frank Schluth ('64 BS)** and **William Timmins, Jr. ('60 BS)**, are La Salle Alumni.

'88
Tracey Bradigan has recently been chosen to participate in the Free Library of Philadelphia's "Library Trainee Program." **Mary Garone** has been promoted to regional account executive for TAP Pharmaceuticals. **Michelle Marie Kelly** has professed her final vows as a Sister of Notre Dame at Notre Dame Educational Center, in Chardon, Ohio. **MARRIAGE: Aileen E. O'Brien** to Anthony S. Walka.

'89 10TH REUNION MAY 15, 1999

'89
Michael J. Sharon is chief, nuclear emergency response, for the Maryland Department of the Environment. He is also a captain in the Maryland National Guard and commander of the 290th Military Police Company.



Blash

'90
Michael Blash has been named group manager, communications & association relations, primary care/hospital/CNS, for Zeneca Pharmaceuticals, located in Wilmington. He is responsible for public relations and association relations strategy development for Zeneca's marketed products in the primary care, hospital care and central nervous system (CNS) areas. He also supports corporate business objectives for the U.S. pharmaceuticals business unit. **MARRIAGE: Michelle Lynn Wanner** to Hans Lee Gorrell Crouse. **BIRTH: to Joseph Burke and Diane Browne Burke ('91 BBA)**, their first child, a son, Vincent John.

'91
Jodi Ann Palerino Bakley is employed by RPS Inc., as an area sales executive in East

Windsor, N.J. **MARRIAGE: Jodi Ann Palerino** to James Patrick Bakley.

'92
Lisa Weimer Appelt recently received her Ph.D. in nutrition from the University of Minnesota and is on faculty at Texas A&M University-Kingsville, where she is teaching food and nutrition science courses and doing research on phyto-chemicals and chemoprevention of cancer. **Brian M. Fish** received his juris doctor degree from Loyola University New Orleans School of Law. **Fish** is working as a law clerk for a local district court judge in a New Orleans suburb. **William J. Gretzula** was named assistant principal at Poquessing Middle School in Neshaminy (Bucks County), Pa. **Mark V. Krajnak** has been named manager of media relations at Pharmacia & Upjohn, a Bridgewater, N.J. global, research-based pharmaceutical company that has its roots in Italy, Sweden, and the United States. Previously, **Krajnak** was associate editor and staff writer for *Med Ad News*, a pharmaceutical business and marketing magazine located in West Trenton, N.J. **MARRIAGE: Dr. Thomas Anthony Haldis** to Laura Joanne Viozzi.

'93
Jill Hershey has joined Senator Rick Santorum's (R-Pa.) legislative staff. She previously served as a senior legislative assistant for Rep. John Peterson (R-Pa.) and in various capacities for Rep. Bill Clinger (R-Pa.), including legislative correspondent and legislative assistant. **Jason Powell** has become associated with the law firm, Ferry and Joseph, P.A., located in Wilmington, Del. **MARRIAGE: Michael Ricci** to Jeannine Lutz.

'94 5TH REUNION MAY 15TH, 1999

'94
Lisa Chismar Cleary received a master of science degree in counselor education-secondary, from Marywood University, in Scranton, Pa. **Michael J. Clemente** is an adjunct professor, currently teaching Italian, at St. Joseph's University. **Kathleen McGovern Furer** is a recruiter for Jordan & Jordan in New York. **MARRIAGE: Kathleen McGovern** to Thomas Furer ('92

BBA).

'95
MARRIAGES: Bradford C. Lyons to **Stephanie M. Irvine**; **David Spaulding** to **Janet Stewart**. **BIRTH: to Joanne Brown Bamber** and her husband, Bill, a daughter, Brianne Marie.

'96
Michael A. Marsh is a supervisor for Cendant Mortgage, in Mount Laurel, N.J. **MARRIAGES: Daniel Hoban, Jr.**, to **Nonee Lee Wagner**; **Michael A. Marsh** to **Lisa M. Connelly**; **Matthew Riley** to **Julie M. Bruce ('96 BBA)**.



Currie

'97
Kevin Currie has been appointed director of athletic communications at La Salle University, coordinating the publicity efforts for the Explorers' 23 men's and women's sports. **Heather McLaughlin** recently passed the New Jersey State Life Insurance exam and became a personal financial analyst, working as an independent contractor of Citigroup's company, Primerica Financial Services.

MASTER OF BUSINESS ADMINISTRATION



Sherlock

'79
James A. Sherlock ('75 BS) is the 1998 recipient of the Jack F. Derrickson Award for Outstanding Course Leadership given by the American Institute for CPCU and the Insurance Institute of America. **Sherlock** is principal consultant, training department, at CIGNA Property & Casualty Companies in Philadelphia, Pa. **Paulette Travers Zimmerman ('75 BBA)** manages her own consulting business that services the health care, pharmaceutical, and biotechnology sectors.



Don't Forget **REUNION**
1999 *on Saturday, May 15*

An Invitation to the members of the Classes of '49, '54, '59, '64, '69, '74, '79, '84, '89, '94 and to all La Salle University Alumni who would like to attend!

EXPLORER SESSIONS

Reservations are required for these informational sessions on such popular topics as "The Legacy of La Salle," "The Christian Brothers Today and Toward the 21st Century," "Guided Walking Tours of Belfield," and a "Hayman Center Tom Gola Arena Tour."



ALUMNI CONVOCATION

President Nicholas A. Giordano, '65, will present special Commemorative Medallions to the Golden Anniversary Class of '49 and the Silver Anniversary Class of '73. Class Gift presentations will be made by all reunion classes.

REUNION LITURGY

Will be celebrated in the De La Salle Chapel in College Hall

COCKTAIL RECEPTION AND DINNER

All classes will enjoy a reception, dinner, and after-dinner socializing in the newly-renovated Hayman Center.

OTHER EXCITING ACTIVITIES

Enjoy walking and shuttle-bus tours of the campus, including special tours of the Art Museum and Connelly Library, shopping in the Campus Store, and exercising on the Wetzler Track, tennis courts, or Binns Fitness Center on the South Campus.*

BE OUR GRIDIRON GUEST

Coupons will be available to all alums who attend the Reunion '99 dinner which can be redeemed for two tickets to a La Salle football game this fall.

REUNION '99 BROCHURES HAVE BEEN MAILED TO THE CLASSES HIGHLIGHTED ABOVE. IF YOU HAVE NOT RECEIVED YOURS OR ARE NOT IN ONE OF THOSE CLASSES BUT WOULD LIKE TO ATTEND, CALL THE ALUMNI OFFICE FOR YOUR BROCHURE AND RESERVATION FORM: 215-951-1535 or 1-888-4-ALUM LU.

'87
Cynthia A. McGlone ('84 BBA) has been promoted to chief operating officer and associate vice president at Germantown Hospital and Community Health Services, part of the Albert Einstein Healthcare Network.

'93
MARRIAGE: Michael Bensing to Kim Kardos.

'94
MARRIAGE: Gregg John Gola ('87 BBA) to Meghan Patricia Tighe.

'96
BIRTH: to George Haitsch ('88 BS) and his wife, Susan, their first child, a daughter, Claire Elizabeth.

'97
U.S. Navy Commander Christopher M. Vitt recently received a Food Service Management Excellence Award while assigned at the Naval Air Station in Pensacola, Fla.

MASTER OF ARTS

'73
Reverend Terence Kristofak, C.P., was elected provincial of the Passionists' Eastern United States Province for a four-year term.

'86
Gerianne Braden-Whartenby recently received the Distinguished Alumna Award for Professional Achievement from Felician College in Lodi, N.J. She is director of youth programs and director of public relations for the Xavier Retreat and Conference Center in Convent Station, N.J.

'92
BIRTH: to Maureen Ryan Rilling ('88 BA) and John D. Rilling ('87 BS), their second child, a son, Joseph Andrew.

MASTER OF SCIENCE

'91
Rosemary L. Mazzarella ('85 BA) was nominated for inclusion in *Who's Who Among Women*. In addition, **Mazzarella** participated in a major fund raising auction for Special People in The Northeast.

Verdeur Memorial Dedication Slated

All alumni and friends are invited to attend the dedication of the memorial to the late Joseph T. Verdeur, '50, at 2:00 P.M. on Saturday, May 15 in the Hall of Athletes complex of Hayman Hall. Verdeur, who was called the "greatest swimmer of the first half-century" by legendary sportswriter Grantland Rice, is La Salle's only Olympic individual gold medal winner. He won the 200 breaststroke at the 1948 Olympics in London.

NECROLOGY

'33
William L. Janus, M.D.

'39
John M. Davies
Joseph P. Quinlan, CPA

'41
Carl G. Ungaro, Sr.

'43
John T. Marron

'44
J. Miller Bosch, F.S.C.

'48
Anthony F. Faia
Patrick J. Sweeney

'49
Harry T. Arton
Louis M. Kaniecki
John R. Norpel
William F. Saponaro, M.D.

'50
Benedict Capra
Charles J. Coyle
John J. Keegan
J. Thomas McGlynn
Thomas J. Nolan

'51
Raymond E. Lilly

'52
Michael D. Sassi

'53
Kevin McManus, F.S.C.
Michael P. Montemuro

'54
John F. Eagan
John J. McGuigan

'55
Thomas J. Bagnell, Jr.

'56
Edward T. Bresnan
Bernard J. Costello

'57
William J. Trenwith

'58
Joseph L. Miller

'59
Robert J. Bennett, Sr.
Thomas J. Colahan
Leo A. Donohue
Thomas A. Grey

'60
Peter E. Farrell, M.D.

'61
Richard Q. Gallagher

'67
Francis X. McKeon

'68
Michael W. Heebner

'69
Charles J. Kedra

'70
Albert J. DiMarco, Jr.

'71
Charles J. Borrelli

'73
James A. Fox
Thomas J. Pilgermayer

'74
Joseph J. Brady
William McDowell

'75
David W. Carickhoff
Barbara Ann Diehl

'76
John V. Scala
Michael T. Zubry

'78
Earl R. Garden
Karl J. Wicher

'86
Joseph D. Welsh

'87
Karen Hoster Havelin

'91
John McGoldrick

'94
Joseph Gozum



***Drs. Joseph Flubacher and Henry G. DeVincent
Honored at Alumni Awards Dinner***

Dr. Joseph Flubacher, '35 (second from left), La Salle's beloved professor emeritus of economics received the Signum Fidei Medal, the university's highest alumni award, at the Alumni Association's annual Awards Dinner on November 20 in the Union Ballroom. At the same event, **Henry G. DeVincent, M.D., '56** (second from right), a prominent Philadelphia area orthopaedic surgeon and a member of the university's Board of Trustees, received the John J. Finley Memorial Award in recognition of outstanding service to the Alumni Association. Also pictured are La Salle's president **Nicholas A. Giordano, '65** (right), and **Nicholas J. Lisi, '62**, president of the Alumni Association. Some 48 members of the senior class were inducted into the Alpha Epsilon Alumni Honor Society at the same event.

Dr. Flubacher, who taught, counseled, and advised generations of students during a La Salle career spanning more than 60 years, became one of the few lay persons affiliated as a member of the Institute of the Brothers of the Christian Brothers in 1992. In 1996, the Joseph Flubacher Scholarship was established as a testimonial to his legendary 60-year career at La Salle that included being chosen to share the first Lindback Award for Distinguished Teaching. The \$250,000 endowment will provide a one-year, full-tuition scholarship at the university. He also chaired the university's Economics Department for many years and served as assistant to the president.

The Signum Fidei Medal, which derives its name from "Sign of Faith," the motto of the Christian Brothers, recognizes personal achievements in harmony with the established aims of La Salle University. Previous recipients have included Philadelphia's Denis Cardinal Dougherty, Bishop Fulton J. Sheen, Rev. Leon Sullivan, Senator Eugene McCarthy, R. Sargent Shriver, and Sister Mary Scullion, among others.

Dr. DeVincent, who has spent most of his career at Holy Redeemer Hospital, in Meadowbrook, Pa., where he is chief of orthopaedic surgery, is also the president of Magnetic Resonance Imaging, in New Port Richey, Fla. A Diplomat of the American Board of Orthopaedic Surgery, he received the annual Roland Holroyd Award in 1998 for significant contributions to the medical profession. The university's baseball field is named in honor of DeVincent who starred for the Explorers and later played minor league baseball in the Cincinnati Reds' system before deciding to concentrate on a medical career.

Health Professions Alumni Elect New Officers

The **HEALTH PROFESSIONS ALUMNI** held their annual Business Meeting and Brunch on Sunday, December 6. **James P. Murphy, DMD, '84**, stepped down with thanks to all at the end of his two-year stint as president. Ascending to that position is **Joan A. Lit, M.D., '83**, with **Thomas F. Toomey, Jr., M.D., '59**, assuming the mantle of vice president. Newly elected as treasurer was **Michael Hajatian, Jr., DDS, '70**. University president **Nicholas A. Giordano, '65**, addressed the gathering, which included **Doctors David J. Badolato, '71; Gerald Burke, '75; Michael J. Contorno, '70; Joy Gianvittorio, '93; Tom McPhillips, F.S.C., Ph.D., '72; Stanley T. Praiss, '61; Dan Rakowski. G. Russell Reiss, '53; Rosemarie Reiss, and Richard Tucker, '70.**

Alumni Gather From Coast to Coast

Thousands of loyal Explorer fans were treated to a classic Big 5 match-up on Saturday, January 23rd when La Salle defeated traditional arch-rival St. Joseph's in double overtime at the Spectrum. Among the groups present were members of the Health Professions and their guests who occupied two VIP Suites while cheering the Explorers on to victory.

PITTSBURGH area alumni met prior to the La Salle-Duquesne game at Duquesne on February 20. Present for the event hosted by the Alumni Office were **Rich Kochanski, '69**, assistant director of alumni; **Bill Sproule, '64; Bob Kraemer, '57, Peter Matje, '71, and others.**

The **SAN FRANCISCO BAY** area alumni gathered on February 24 at the Hyatt at the Fisherman's Wharf to socialize, reminisce, and catch up on campus happenings.

The **SOUTH JERSEY** Alumni Chapter is being revitalized under the leadership of **Peter J. Finley, Ed.D., '53**. If you are interested in joining or would like more information, call the Alumni Office at (215) 951-1535 or e-mail alumni@lasalle.edu.

The Alumni Association sponsored the critically-acclaimed one act play "Late Nite Catechism" on March 27 to benefit the university's **BROTHER PATRICK ELLIS SCHOLARSHIP FUND**. The packed house at the Dan Rodden Theater was treated to an uproarious and hilarious performance of this reminder of what it meant to "grow up Catholic."

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Mark Your Calendars Now!

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SUMMER 1999

LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE



JUL 27 1999

**Brother Anselm's
Presidency
Remembered**

vol. 43 #3



LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE

JUL 27 1999



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Claude Koch Celebrated, Page 17



Reunion '99, Page 25

Robert S. Lyons, Jr., '61, Editor
George J. (Bud) Dotsey, '69, Alumni Director

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FRONT COVER (Photo by Kelly & Massa)

Participating at ceremonies blessing a statue of the Sacred Heart and unveiling a plaque in memory of former University president Anselm Murphy, F.S.C., at Olney Hall were President Nicholas Giordano, '65; Rev. Joseph Miele, '49, and Brother Charles Gresh, F.S.C., '55, the University's director of development. (See story, page 13.)

INSIDE FRONT COVER (Photo by George Bilyk): College Hall and the Quadrangle in the summer.

BACK COVER (Photo by Kelly & Massa): Pictured at the Charter Dinner are (from left): La Salle's President Nicholas A. Giordano, '65, and his wife, Joanne; and James J. Lynch, '71, and his wife, Kathleen Gordon Lynch, '77. (See story, page 16.)

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THE PRESIDENT REFLECTS

Nicholas A. Giordano, '65, discusses his eventful year as interim president of the university when he made a remarkably smooth transition from the corporate world to an entirely different academic environment.

DEAR MR. PRESIDENT-ELECT

General William F. Burns, '54, the former director of the U.S. Arms Control and Disarmament Agency offers some advice on foreign policy and national security.

1998-1999 ATHLETIC ROUNDUP

La Salle's men and women provided many exciting moments as coach Charles Torpey continued to produce outstanding runners on and off the field.

AROUND CAMPUS

An honorary degree for Philadelphia's mayor, the appointment of a new vice president, and a visit by the superior general of the Christian Brothers were some of the major events at La Salle this spring.

TEE-RIFIC

La Salle's first annual President's Cup Golf Tournament on April 19 was a smashing success with an overflow 216 alumni and friends participating at two courses. Maria Cusick, '82, a member of the University's Board of Trustees, arranged for the photography of each foursome.

REUNION '99

Almost 700 graduates, spouses, and guests returned to campus for various class reunion activities on May 15.

ALUMNI NOTES

A quarterly chronicle of some significant events in the lives of La Salle's alumni.



THE PRESIDENT REFLECTS ON AN EVENTFUL YEAR



“There is truly a lot of love here for La Salle, a lot of heart, which is very gratifying to see, especially as a trustee.”

Nicholas A. Giordano, '65, the vice chairman of La Salle's Board of Trustees and former CEO of the Philadelphia Stock Exchange, recently completed a year as interim president while the University awaited the arrival of Brother Michael J. McGinniss, F.S.C., Ph.D., '70, who officially assumed office on July 1. It was an eventful year for Giordano, who made a remarkably smooth transition from the corporate world to an entirely different academic environment. It was a year when he found himself frequently experiencing the gamut of academic, intellectual, and administrative duties. He began one particularly interesting day by attending a meeting of theologians and academicians discussing the complex "Catholicity of Colleges" issue and how such institutions like La Salle relate to the local bishop. That was followed by a meeting on the President's Cup golf tournament, then a series of sessions on various academic programs on campus. "I remember reflecting that it was quite interesting to experience all those things in the span of one day," recalls Giordano. Here are some of his other reflections as told to Robert S. Lyons, Jr., '61, editor of LA SALLE.

What are your general impressions of the past year?

"It's been a very satisfying year for me because my presidency seems to have been well received. So that certainly makes me feel good. I have probably received more compliments than I deserved from the faculty, student body, and alumni. When I began, I was concerned about how this year would progress—would there be student and faculty revolts? It seems that I was able to get through without anything like that. Also, I was happy to confirm the dedication and loyalty of so many people on this campus to La Salle. There is truly a lot of love here for La Salle, a lot of heart, which is very gratifying to see, especially as a trustee. Even the Trustees witnessed that love. Many of them told me how touched they were by the commencement exercise because they got a little sense of what it's like to be here on campus and to see the culmination of their work. Our challenges continue to be great, but I think that with the dedication of the people we have here and their willingness to compromise on issues from time to time, we can meet those challenges. I was very pleased with the year, even more pleased with the relationships that I formed. It's been a happy year for me.

What gave you the most personal satisfaction?

Without question, it was the dedication of the EXPLORER yearbook to me by the students. I was moved and totally surprised that they would do something like that entirely on their own. Before the spring semester I was given a quote by Joseph Carroll: "Nothing—

absolutely nothing—has happened in education until it has happened to a student.” So, if this dedication is any indication that I touched a nerve in the student body, then it has been a successful year. That highlight was followed closely by the open letter of appreciation written by the Faculty Senate. It gave me a special satisfaction to know that maybe I did some good.

In addition, I was fortunate to be able to participate in some memorable events during the year. Helping to dedicate the Tom Gola Arena to the greatest college basketball player that’s ever played the game was certainly a satisfying thing to me. That day went off spectacularly. So did the dedication of the Joe Verdeur memorial to the only individual Olympic Gold Medal recipient in La Salle’s history, as well as the dedication of the new Alumni Hall of Athletes in the Hayman Center.

Two other events were also special—getting over the \$200,000 mark at the Charter Dinner and raising another \$200,000 right after that at the Inaugural President’s Cup Golf Tournament.

Finally, I was pleased to have the opportunity to meet some of our neighbors. One of them invited me to her home for coffee, and I reciprocated by inviting some neighbors to campus during the holidays. We discussed how the University could be a better neighbor and talked about some of the difficulties that they encounter with the students. I thanked them for their hospitality and their

patience. I think, by and large, they really like La Salle and were quite receptive.

What do you consider your greatest challenge as president?

The greatest challenge is to communicate to the world at large the treasure that is La Salle because we really do have a good thing going here. If more people understood it and knew it, then the university would be even more vibrant. We struggle because of the perception of the neighborhood and the heavily competitive, high cost of education. If people understood what a treasure we have here, those challenges would be lessened. Also, we have to raise a lot more money to deal with some of the important issues facing us. The infrastructure, for example, is in need of significant capital improvements. Sometime in the near future we will need a capital campaign to deal with that problem.

So the challenge is twofold: to get the world to understand us and know how good we are which equates into recruitment, and to raise more money to improve the campus. We need a science building. We need a fitness center. We need to renovate our dorms. We need a better student union. All these things need to be done if we are to be competitive in the coming century.

Women have been graduating from La Salle for more than 25 years. I’d like to see them getting more involved and filling the leadership positions that are available in the area of institutional advancement. It’s unfortunate, but contributions from male graduates traditionally have surpassed those of female graduates. I’d like to see that change a little bit.

Unfortunately we have not yet been successful in the project to close 20th Street although we still have strategies to accomplish this goal. The mayor is sympathetic to our position and has said time and again that he intends to help us.

As a CEO, how does the educational environment differ from the corporate world?

I’ve been asked that question frequently. The pressures at a corporate environment tend to be more immediate, more tactical; whereas at a university, they’re more strategic. For example, if we had a computer breakdown at the Exchange, it was a crisis. We had to deal with it immediately. We had to fix it because every minute that you’re not able to transact trades, a significant amount of money can be lost.

There are also other kinds of immediate tactical issues that confront you every day that need an immediate response. That usually doesn’t occur on a campus. It is most unlikely that a crisis would arise that required immediate resolution. But more of the pressure on a campus has strategic, long-range implications: How much do we adjust tuition? How much financial aid do we give? When do we start our capital campaign? How much can we raise? Those decisions have long range strategic consequences.

Not that there aren’t strategic issues in a corporate environment. There are, but the pressures tend to be more immediate. Earnings per share in a corporation, for example, is something that corporate CEO’s are constantly concerned about because if they put out bad earnings reports, or if they don’t meet quarterly expectations, their stock is going to get pummeled. The campus doesn’t have to deal with that kind of pressure.

You’ve been able to view the University’s Board of Trustees from the perspective of its Vice Chairman and La Salle’s President. See anything different?

The Board of Trustees is a group of men and women who are as dedicated to La Salle and have as much love for this institution as any



President Giordano poses with his wife, Joanne, and daughters, Jeannine (left) and Colette (right) during a farewell reception sponsored by the Alumni Association when he was presented with a golf bag by Association president Nicholas J. Lisi. The event was held on June 23 in the Dunleavy Room of the La Salle Union.

member of the faculty or administration. The difference is that they're not here enough. And maybe they're not called upon sufficiently to help. I think that we have to do more to encourage their participation in the future. I think that they want to help. They want to participate. They want to be active in roles that suit them. I think my perception changed a little bit after I became president in the sense that I could see that the Board is under-utilized.

How do you envision La Salle in the future?

I think that we have some strategic issues confronting us with regard to our environment. We have to decide fairly soon how much money we can raise to fix up the campus. That's the long term issue. When I came to La Salle in September, 1961, I was just happy to be here. Today, students ask questions like "Where are the swimming pool and tennis courts? Can I play at night? I'd like to have a single room with a separate shower facility, please. Where is the lounge? The Student Union? The fitness center?" Our competition is providing these amenities. So if we're going to be able to compete and to attract students, in addition to maintaining our high academic standards, we are going to have to cater to student needs. I think that the student represents the most potent marketing force that we have. If a student has a satisfying experience and is happy here and tells other potential students—brothers, sisters, friends—those people will be more inclined to want to come here. On the other hand, if a student says negative things about La Salle, that's death! Prospective students will tend to believe other La Salle stu-

dents more than anybody else—not marketing brochures, not presidents, not deans—they're going to believe what students tell them. We really have to focus on student life issues.

What are some of your fondest memories of your undergraduate days at La Salle?

I guess just the carefree environment of those days—hanging out with some friends, discussing, arguing, and debating issues of the day—being part of the intellectual dialogue. I was a commuter so I didn't have the full benefit of social life in the dorms or the opportunity to enjoy the campus. There was some pressure because of the studies, but it was exciting and stimulating to interact with such bright young people from the neighborhoods who were hungry for the kind of educational experience La Salle could provide.

What is the major difference between the La Salle of the 1960s and today?

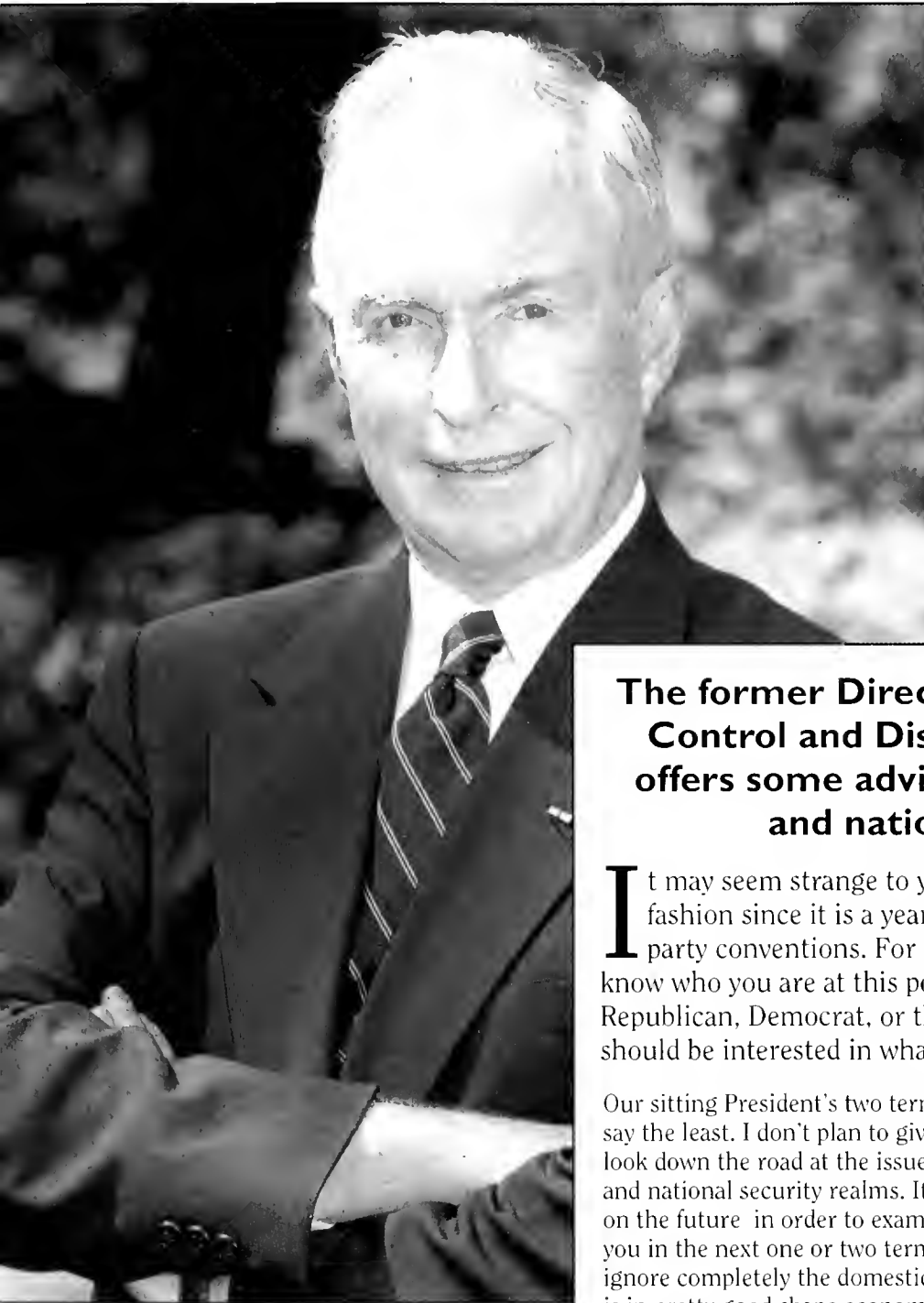
Of course the most visible difference is women on campus. It's a considerable improvement because women bring a special dimension to the whole student experience. So that's a real plus. Of course the expense of a college education is significantly different. You can't possibly earn enough money today working part time to pay full tuition costs. You could when I was here. Also, the physical plant and the general campus atmosphere has improved. There's so much more going on here today. On the negative side, there are fewer Christian Brothers, but I am most proud that the mission continues—educating the "neighborhood kids."

What about your future plans?

I will continue to serve as vice chairman of the Board of Trustees and will be handling some special projects that the chairman has asked me to work on. Of course I will be available for our incoming president, Brother Michael McGinniss, to help him in any way that he thinks I can be useful. We are fortunate that Brother Michael will be serving as our next president. He will provide strong and effective leadership.

Dear Mr. President-Elect,

by William F. Burns, '54



General Burns, a member of the University's Board of Trustees, relaxes near the Peale House on campus.

The former Director of the U.S. Arms Control and Disarmament Agency offers some advice on foreign policy and national security

It may seem strange to you to be addressed in this fashion since it is a year before the AD 2000 national party conventions. For that matter, we surely don't know who you are at this point. But whoever you are, Republican, Democrat, or third party, I think that you should be interested in what I have to say to you.

Our sitting President's two terms have certainly been unusual, to say the least. I don't plan to give you a critique of those years, but to look down the road at the issues that face you in the foreign policy and national security realms. It is important for us to concentrate on the future in order to examine the issues that might confront you in the next one or two terms of your presidency. I don't want to ignore completely the domestic scene, but it appears that our nation is in pretty good shape economically and holding its own socially. I can't say that for our foreign and national security policies, however. My letter to you today will try to point out some of the problems that you may face and some options to deal with them.

(continued on page 6)

Since World War II it has been more and more difficult to separate our foreign from our national security policy. Prior to the 20th Century the United States was basically isolationist in its outlook and proud of it. We avoided foreign entanglements, took no sides in foreign wars, and resented foreign interest in our regional and domestic disputes. This troubled century found us becoming more and more involved in matters of foreign policy and we found that our national security was jeopardized in more and more ways by what was happening beyond our borders.

Our participation as the catalyst for victory of the United Nations in World War II forced us into an every-widening definition of "national interest." We became involved in mid-century in Korea, then in Vietnam. The end of the Cold War found U.S. garrisons in many out-of-the-way postings throughout the world in addition to our major commitment to protect Western Europe from Soviet encroachment through our membership in the North Atlantic Treaty Organization.

As you know, sir, the collapse of the Soviet empire and the end of the Cold War were unanticipated by our political leadership. The post-Cold War era as yet has no name and the "New World Order" predicted to follow it was stillborn. We were almost immediately engaged in a test of our will in the Persian Gulf and we met that challenge effectively with overwhelming military power garnered from like-minded states in a grand coalition. Fortunately, we had not dismantled our Cold War arsenal as yet. Unfortunately, the political outcome of that short but decisive military campaign has been less than desirable in that the source of the trouble has not as yet been removed.

Our foreign policy initiatives since the Gulf War do not seem to have a coherence one would expect of the remaining superpower of the Cold War.

Our foreign policy initiatives since the Gulf War do not seem to have a coherence one would expect of the remaining superpower of the Cold War.



We offered assistance to Russia and other states of the former Soviet Union to dismantle a large part of the Soviet nuclear arsenal. We offered to buy the nuclear material made excess by the dismantlement of these weapons and constructed an elaborate scheme to accomplish this.

Our economic assistance has been noteworthy and our efforts to encourage other states to help often has been effective. However, at the same time that we attempted to encourage fledgling democratic tendencies in Russia and to wean the people away from a Marxist to a free-market economic system, we also seemed bent upon putting roadblocks in the way of these initiatives.

Mr. President-Elect, it is important that you focus on what has gone wrong with our present policies, the reasons why, and what you need to do to develop a coherent foreign and national security strategy for your administration. I will try to outline in very broad detail some of the difficulties policymakers faced in recent years and some of their failings in developing sound policies to cope with the problems.

First, our approaches to Russia in the economic sphere were haphazard at best. American businessmen rushed to Moscow to determine if profit could be obtained and even in some cases mutually profitable enterprises were established. These "joint ventures," unfortunately, were established in a land in which private property was virtually unknown, commercial law was

non-existent, and the concept of free enterprise was seen only in its extremes. Many of these ventures foundered in the ten years since the collapse of the Soviet Union because of greed, Russian red tape, and lack of political leadership on all sides.

Second, a naturally-suspicious Russia looked warily at U.S. offers of help in dismantling the Soviet nuclear arsenal. Secretive and chauvinistic, the Russian leadership, inherited in the main from Soviet days, was not prepared to accept U.S. assistance at face value. In turn, the U.S. was unprepared for the opportunities presented and moved very slowly to aid in preventing the proliferation of nuclear weapons components now adrift in a sea of post-communist turmoil in Russia.

Third, arms control initiatives adopted by the U.S. and the Soviet Union were both helped and hindered by the collapse of the latter. They were helped because the Soviet era ended with adoption of the START I Treaty which called for a radical reduction of U.S. and Soviet by as much as half of formerly deployed forces. And these reductions are being made in a verifiable way by both sides. Shortly thereafter, the post-Cold War era was marked by a second START treaty which further reduced deployed nuclear delivery systems to the 3000-3500 range, eliminated some of the most threatening systems, and provided for additional methods of verification and added transparency between the sides.

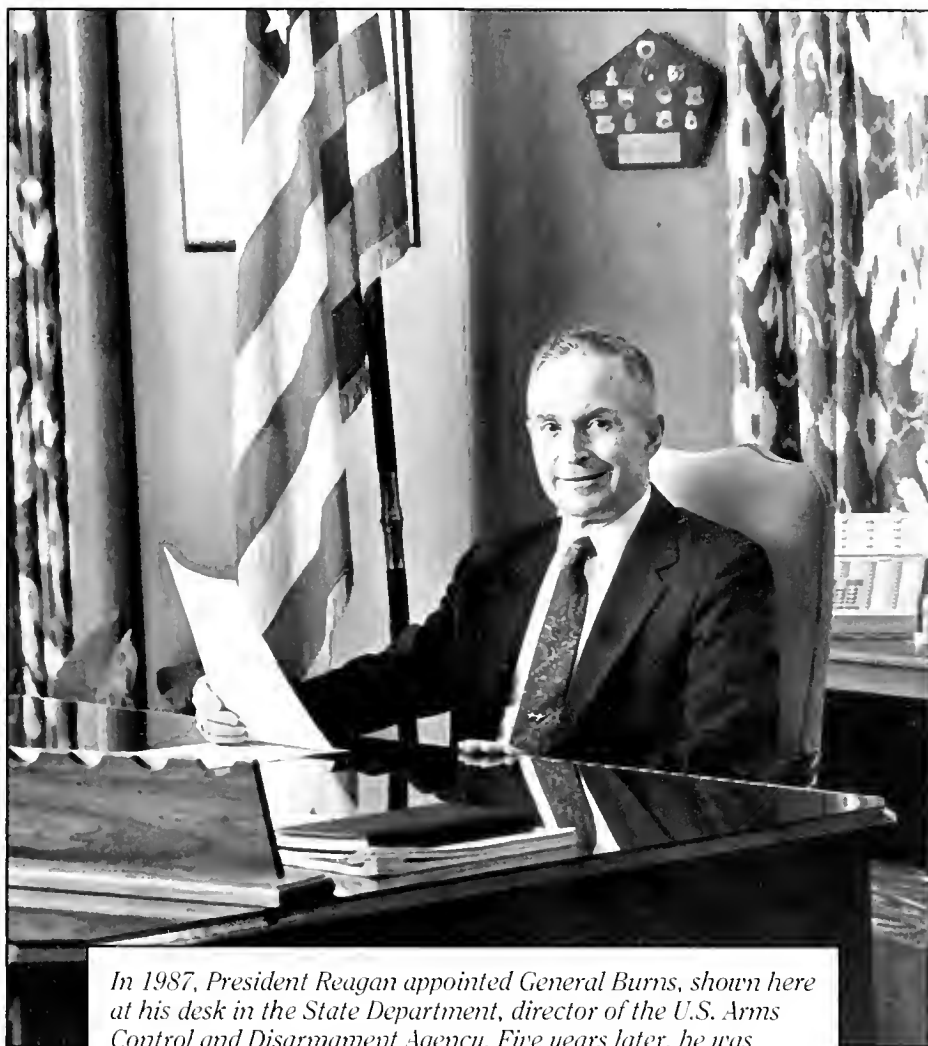
Unfortunately, these initiatives were hindered by two factors, both involved with domestic politics in each country. In Russia, the State Duma attempted to flex its political muscle by delaying ratification of the START II Treaty, holding it hostage to every twist and turn of U.S. - Russian relations. In the U.S., conflict between a Republican-controlled Congress and a Democratic President held much of the U.S. arms control agenda hostage to domestic political variables. To cap it off, the

agency established under President Kennedy to push the U.S. arms control agenda was abolished this year when the Administration knuckled-under to the demands of a small number of senators.

Fourth, the premier institution that safeguarded North Atlantic security during the Cold War, the North Atlantic Treaty Organization, suddenly found itself without clear objectives. The U.S., perhaps unwisely, pushed for "inclusiveness" in NATO by extending membership to certain former members of the Soviet bloc and its military alliance, The Warsaw Pact. One can certainly sympathize with the interest in gaining membership shown by Hungary, Poland and the Czech Republic and acknowledge the credentials they bring to the alliance. However, one can also note the poor timing and the potential costs in U.S. - Russian relations of the accession of these states at this time.

Fifth, in the decade since the end of the Cold War, NATO has become involved in two aspects of the festering Balkan crisis. In a sense, the collapse of the Soviet Union made it possible for Europe to be again threatened by internal dissension in what has been referred to for over a hundred years as the "cockpit of Europe." After wavering leadership by the U.S. in the early part of this decade, NATO finally dispatched forces to prevent Yugoslav leadership from destroying the provinces of Bosnia and Herzegovina and eroding the territory of Croatia. The requirement to commit these forces for a long period was underestimated and forces still remain.

The apparent desire of the Yugoslav government and its leadership to extend "ethnic cleansing" to the southern Serb province of Kosovo by expelling the ethnic-Albanian, Islamic majority was tolerated by the West for a long period and effective policy suffered through the inaction of the U.S. When action was taken, it was wisely placed under a NATO cloak, but



In 1987, President Reagan appointed General Burns, shown here at his desk in the State Department, director of the U.S. Arms Control and Disarmament Agency. Five years later, he was selected by President Bush to serve as special envoy to Russia.

early public statements limiting NATO activity to an air campaign only reduced the credibility and effectiveness of this initiative.

Sixth, the half-century conflict over the right of Israel to exist and the right of non-Israelis to coexist in what was once known as Palestine has as yet no end in sight.

Various accords and agreements have fallen to the vagaries of political winds in the countries of the Middle East. Several billions of dollars in foreign aid and military assistance are delivered to Israel, Egypt, and other states of the region each year and their seems to be no end in sight for these U.S. expenditures. Our policy seems to be one of hopeful waiting for the right combination of events and leaders in the area to make a lasting deal possible.

Seventh, the Peoples Republic of China has made remarkable economic progress while at the same time maintained a repressive political and social system. Your predecessor failed to strike a balance in U.S. policy between these two factors. Furthermore, China continued to develop its nuclear arsenal and continued to export advanced missile technology to other states. It appeared, at least, that some of this was done with the tacit blessing of the United States.

Eighth, U.S. policy toward North Korea has failed to stop North Korean attempts to become a nuclear power and develop missile delivery systems that will threaten its neighbors, notably Japan and South Korea. Advanced copies of these same missiles could well threaten U.S. territory during your administration.

Ninth, technology has overtaken policy in the sense that new threats to our security have arisen from cyberspace and we have only recently begun to think about it. The ability of a hostile power—it doesn't even have to be a state—to shut down our communications or power grids, for example, is a result of the rapid computerization of our economy as well as that of the rest of the developed world. Y2K will be behind us when you assume your new office, but other high technology security threats will remain and become more serious as your term of office progresses.

Finally, problems of poverty, famine, political unrest, economic failure, and dependency continue to exist throughout the world. The benefits of the end of the age of empire foreseen half a century ago have not materialized in much of the world. Africa stands starkly as an example of the lengths that dictators can go without the restraints of civilized government. Large-scale destruction of the artifacts of development, attempts at genocidal policies against ethnic groups, exploitation of natural resources for private gain, and the frittering away of international economic assistance while pursuing policies driven by ethnic or religious animosities are rampant. Central and South America seem to have profited from the stability provided by U.S. intervention in former years and democratic governments are in the ascendancy. The Pacific Rim has been shaken by economic turmoil in ways not thought possible ten years ago.

Sir, I promised you a set of options and recommendations that might be helpful in your first term, but I haven't gotten there yet. However, I still need to set the stage by writing for a few minutes on two concepts that are the bedrock of policy analysis: national purpose and national interests. These terms are used and abused with such frequency today that it is not surprising that they are misunderstood. Let me give you my definitions.

National purpose is a very general concept that is unlikely to change with time. It is made up of the nation's commitment to certain principles, to the mythology of nationhood which is held by its citizens, and to the remembrance of the history of times past. Max Lerner defined it once in its most simplest form: "To survive, perhaps to flourish." This definition puts national purpose into stark perspective. It was certainly a valid description of the U.S. (and perhaps most other nations) during the Cold War and it may be the most succinct definition for the future.

National interest is a bit more controversial. One could define national interests as those initiatives which must be taken or those initiatives of others which must be thwarted if we are to achieve our national purpose. Vital national interests are those which, if neglected or not protected, could bring about conditions that threaten the survival of the state. Of course, policymakers will disagree over what are national interests and will certainly come to blows over assignment of the label of vital. We would all agree that use of nuclear weapons against our homeland or invasion of our living space would compromise a vital interest. We might be less in agreement concerning the need to protect the territorial integrity of an ally and even less if we were faced with aggression against a country remote geographically and politically from our homeland.



Problems of poverty, famine, political unrest, economic failure, and dependency continue to exist throughout the world.

Then comes the thorny question of vital interest and social, economic, or moral issues. Is our national purpose contravened by genocide in a far-off continent? Is preservation of a cheap source of raw materials vital? Is the spread of totalitarianism such a threat to our national interests and ultimately damaging to our national purpose that we would move militarily to unseat any dictator who seizes power? If not, how do we define our vital interests and how do we deal with actions to protect other national interests? These are the questions, Mr. President-elect, with which you and our staff will wrestle for the next four years.

Let me now address some specific threats to the U.S. national interest that you may face.

Our foreign policy towards the Russian Federation since the fall of the Soviet Union has been a mixture of self-interest, fear of the unknown, and a maudlin concern for the Russian people. No clear articulation of the American view of post-Soviet Russia has been forthcoming. This could be considered excusable in the first months and perhaps years after the end of the Cold War, but the time has long since past for such foggy thinking. One of the primary needs in the early months of your administration must be the formulation and articulation of a far-reaching statement of U.S. interests in the region. This should include:

- recognition of the right of the Russian people to determine their own destiny.
- recognition of the special status of Russia as the sole nuclear match for the United States.
- the necessity for both the U.S. and Russia to work together—as nuclear equals—to further reduce instabilities caused by the presence of nuclear weapons in the world as well as in their two countries.
- a clear definition of interests which we hold in common and those interests in which our needs diverge. This should be accompanied by an affirma-

tion of our willingness and our need to resolve differences peacefully.

- a well-defined program of assistance to enable Russia to meet its international obligations with reference to the dismantling of nuclear weapons.
- a long-term program of economic assistance, which is fundamentally in the U.S. interest, to move the Russian people from the disaster of the Soviet era to a mixed economy that would enhance the prosperity of the entire territory of the Russian Federation. It would be a "Marshall Plan" for Russia, if you will, that extends also to the other republics of the former Soviet Union who embrace the democratic tradition.

Russian nuclear weapons being the single threat capable of destroying the American way of life, we must give particular attention to insure that they will never be used against us—and that Russia does not feel threatened by our own nuclear capabilities. This cannot be accomplished overnight, but must follow a painstakingly careful path as we both pull back from the nuclear brink. Whether we should follow the path of traditional arms control negotiations to do this or whether there is some better way more suited to the post Cold War world is a matter for your advisers to ponder.

Unfortunately, the nuclear threat upon the horizon will not be resolved by nuclear stability between Russian and the U.S. The true threat to U.S. vital interests in the next two or three decades may well be poised by emerging nuclear powers or by a rogue state or entity bent upon terrorism.

China and North Korea are only two of several states who appear to soon to be capable of deploying missile delivery systems that could send warheads against our cities and our people. Neither of these countries, as an example, will have anything near the capability of the Soviet Union at its prime to destroy the U.S. But the capability to launch tens of warheads



We may have thrown the baby out with the bath water as we rushed to declare a Cold War "peace dividend."

against prime U.S. targets is threat enough to make us want to take whatever action necessary to thwart this design. Our foreign policy should include initiatives to remove the threat through negotiation, to make sure that our retaliatory—meaning our deterrent—posture is adequate against all threats individually or severally, and examination of emerging technology that would provide a defense against an attack by a few missile-delivered nuclear warheads.

Of course, a potential nuclear adversary does not need to develop advanced and expensive delivery technology. You can find "how to" guides to build nuclear weapons on the Internet and a future delivery system can be as simple as a truck, a ship, or a trunk sent by commercial aircraft. Your foreign and national security policy must include adequate measures to detect and thwart such threats. Since these types of threats could, in the future, come from a terrorist group rather than a state, the rationale of nuclear deterrence would probably not apply.

There are other threats to the security of the U.S. that must be taken into account. Chief among these are the possibility that other "weapons of mass destruction" could be used against us or our interests. These weapons—chemical agents or biological toxins—are in the main less lethal than nuclear weapons, are less able to be delivered with a high certainty of achieving a predictable damage, and less predictable in the timing of their lethal effects. You must be able to assure

the American people that we have preventive measures in place to keep such weapons at bay and that, if used, the harmful effects can be contained and dealt with.

Electronic warfare has developed technologically to the point where it could be a potent security threat. From computer hackers who can demonstrate their ability to penetrate even secure systems to states who develop the technology to interfere with vital communications during a crisis, the threat will probably grow more capable in the coming years. You will need to employ the scientific community as a high priority to develop the means to defend against this kind of war.

Regional conflicts and disturbances will probably plague your administration as it has plagued administrations since World War II. The more or less automatic containment of these conflicts because of the limitations strategic nuclear deterrence placed on the superpowers during the Cold War has abated and has permitted both Russia and the U.S. to become involved unilaterally, through the UN structure, or through NATO. The question you must face, Mr. President-Elect, is whether U.S. national interest is so threatened by a region conflict that it requires U.S. intervention. Remember that intervention may not mean the use of military power but military assistance to a side in a conflict or even humanitarian aid could involve the U.S. in a conflict. Your predecessors have found out the hard way that effective decisions to intervene cannot be made in a policy vacuum. The lesson for your administration is to include reference in your policy formulation to the conditions under which the U.S. should intervene based on identified national interests. A key part of this policy must be a requirement to predict, as well as possible, the course of events which would probably follow a decision to intervene or not intervene and how these consequences of policy would affect long-term US national interests.

We need to move from a "feel-good" to a "do-good" mode of thinking.

If you want to look at national security policy in its broadest interpretation, it would be advisable to consider two other aspects of American action: the problem of the importation and use of drugs and what many perceive as a degradation of social and moral standards in our country. Neither of these issues would form a part of your national security policy but they could continue to eat away at the fabric of our society and ultimately affect your ability to deal with security threats. They need attention.

Now that I have identified a number of the problems you will face, Mr. President-Elect, I should address at least briefly the tools you will have to deal with them.

National security policy is created using three major tools: diplomacy, military power, and arms control. Diplomacy is obviously the tool of choice and can often be effective in its own right if it is backed up with even the unstated threat of the use of military power. A stated threat to use military power, however, must be backed up by the perceived willingness and ability to carry out the threat. And the threat is not credible if the forces which make up U.S. military power are not seen as themselves as credible.

We have the good fortune to have military forces that have demonstrated their capability and credibility in past crises. Unfortunately, there has been a dramatic reduction in U.S. military capability over the past five years as a reaction to the end of the Cold War. Today, you would not have the military power available to wage the kind of war your predecessor did in the Persian Gulf a decade ago. We may have thrown the baby out with the bath water as we rushed to declare a Cold War "peace dividend."

As the future president and commander-in-chief, you must be fully committed to maintain the fighting power of our military forces through constant training, equipping with

modern weapons, and provision of competent, dedicated military leadership. Forces levels must be commensurate with the tasks you might wish to assign them. It goes without saying, of course, that you must project yourself as capable and decisive as well. Remember that you may judge it to be expedient to risk lower force levels and rely on warning time to permit mobilization to deal with a security threat. However, such risks are not without future costs. Only you can make that ultimate decision.

One other factor, not a tool in the strict sense, that I advise you earnestly to consider is that of national pride and temper. We are a people who are often slow to respond to external threats but when we do, it is with a strength of moral fiber that is remarkable. The Gulf War is one of the most recent incidents of this. In the past, it has been the President who was preeminently able to mobilize this response. Today, Mr. President-Elect, the mass media, particularly television, is in competition with you. Not only must you clearly articulate your policies within the administration but you must also be able to mobilize support for these policies among the body politic. You must accomplish this in the face of instant news on the family television with 'talking heads' providing their views of events. And these commentators might not have the advantage of access to the information you possess.

Your campaign is just underway as you read this, Mr. President-elect, and no one can say what name as yet should be attached to this missive. I wish you well both in your campaign and in your presidency. I want to close with a challenge, however.

Americans will continue to face two options in foreign policy and the concomitant national security policy: a neo-isolationism or an internationalism. Given America's role in the world in the past six decades, it is hard to see us slipping back into an isolationist view of the world. It is possible, however, without strong leadership from the top. Our world is much more interdependent than it was in the 1930s and the

principal nation of this world could only cause turmoil if it were to withdraw. I don't see how it can.

This leaves us with an internationalist alternative that I would choose to label a "prudent internationalism." By this I mean a vision of American leadership to deal with the real issues of the 21st Century: peace and the alleviation of hardships among peoples.

There will continue to be national interests, some of them vital. Thus we will require a national military strategy to deal with transgressors and the necessary military power to back it up. But the vision of the United States must focus higher than purely national interests. This higher focus will be costly in human and material resources, in patience, and in fortitude.

Mr. President-elect, whoever you are, I wish you well and pray that you will have the patience and fortitude to meet the challenge!

Major General William F. Burns, U.S. Army, retired, graduated from the ROTC program at La Salle in 1954. He served as the military representative on the U.S. delegation to the INF Talks in Geneva in the early 1980s, then as deputy assistant secretary of state for political-military affairs. In 1987, President Reagan appointed him as Director of the U.S. Arms Control and Disarmament Agency. President Bush selected him to be his special envoy to Russia in 1992 to negotiate U.S. assistance for the dismantlement of former Soviet nuclear weapons. In 1993, he was appointed a judge of the Commonwealth of Pennsylvania by Governor Casey. He currently serves as a member of the La Salle University Board of Trustees.



'98 - '99 SPORTS ROUNDUP

La Salle Athletes Provided Many Exciting Moments as Charles Torpey Continued to Produce Outstanding Runners On and Off the Field

By Kevin Currie, '97

Over the years, the La Salle University track program has not only produced some outstanding runners, but it has also been a consistently excellent team in the classroom as well.

Head coach Charles Torpey just ended his seventh year at La Salle as coach of the men's and women's cross country teams and indoor and outdoor track teams. Torpey has molded nationally-ranked athletes and several Olympians during his 19-year coaching career.

In the last two seasons, Torpey has coached three Explorers who competed in the NCAA Championships in either cross country, indoor track, or outdoor track. Junior Kevin Myles (of Attleboro, Mass.) competed in this past season's NCAA Cross Country Championships. Brian Gallagher (Stratford, N.J.) and Terry Carroll (Springfield, Pa.) competed in both the 1998 NCAA Indoor and Outdoor Championships.

When Gallagher and Carroll both qualified for the NCAA Championships, it marked the first time two Explorers have ever made both Championships in the same season. The National Track and Field Coaches Association of America named Gallagher and Carroll both All-Americans. Gallagher became the second male and Carroll the first female Explorer to gain such an honor.

Gallagher is one of the many success stories that have come from Torpey's program. Gallagher graduated with a perfect 4.00 Grade Point Average and he also became the first runner in Explorer history to break the four-minute mile barrier, running a 3:59.91 at an indoor race on Valentine's Day, 1998, at Boston University.

Torpey rates as two of his proudest moments—seeing Gallagher win the 1,500-meter run at the IC4A Championships in 1998, and having Carroll finish as a runner-up in the ECAC Championships in 1998 in Fairfax, Va.

When Torpey recruits someone, he stresses that academics are just as important as athletics. Over the past few seasons, his runners have shone just as brightly in the classroom as they have on the track. Gallagher was named First Team GTE Academic All-American in the spring of 1998, and was also named the 1997-98 Atlantic 10 Scholar-Athlete of the Year. The women's cross country team has been named to the National Cross Country Coaches Association's All-Academic team for the past nine semesters. This season, Myles was named Academic All-American by the Cross Country Coaches Association.

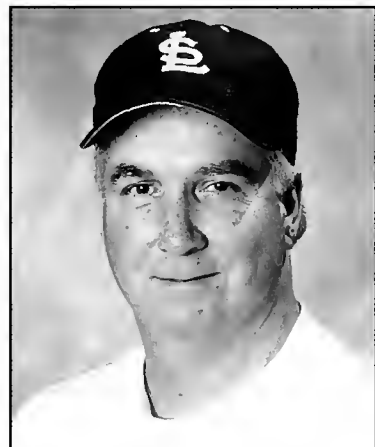
Torpey was the 1995 Atlantic 10 Coach of the Year for indoor track when the Explorers won the Indoor Championships in their first season in the Atlantic 10 Conference. He has coached 19 Track or Cross Country All-Americans, including his time while coaching at the University of Maryland.

There were many other outstanding achievements for La Salle coaches and athletes in 1998-99.

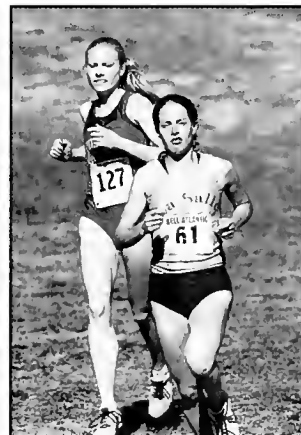
- Larry Conti, '67, the Explorers' head baseball coach, was named the Atlantic 10 Coach of the Year for guiding the team to the conference championship game after compiling an 10-11 regular season



Charles Torpey



Larry Conti



Brigid Benner



Jen Zenszer



Jami Wilus



Donnie Carr

league record, good for a No. 2 conference seed. One year ago, the team went 1-15.

- Senior Toby Fisher, junior Kevin Wittmeyer, and sophomore Mike Bell were named to the Atlantic 10 All-Tournament team for their performances in the Baseball Playoffs.

- Senior Drew Costello recorded 11 sacks in nine games for the football team.

- Junior Autumn Krauss, a volleyball player, led the Atlantic 10 in service aces per game.

- Junior Greg Blaszkowski won the Philadelphia Invitational while the men's team won the cross country title.

- Senior Brigid Benner won the women's individual cross country title at the Philadelphia Invitational.

- The men's swimming team won the Philadelphia and Rhode Island Invitationals.

- The women's swimming team also won the Philadelphia Invitational.

- Freshman Melanie Coots and sophomore Adam Vance were both pre-qualifiers for the NCAA Diving Championships. Coots also earned All-Atlantic 10 honors.

- Jami Wilus, who competed in field hockey, basketball, and

lacrosse, ranked 14th in the nation among lacrosse scorers, with 3.00 goals per game, and 18th in the nation with 4.07 points per game. Only a freshman, she was named to the All Atlantic 10 Lacrosse team.

- Wilus and sophomores Mary Quinlan and Jeanie Fitzgerald were selected to play in the US Lacrosse National Tournament.

- Senior Elena Gomez ran the best time (37:25.34) in the Atlantic 10 in the 10,000-meter race.

- Sophomore Jen Zenszer was named Third Team All-Atlantic 10 and First Team All-Big 5 for Women's Basketball.

- Sophomore Shannon McDade garnered Second Team All-Big 5 in women's basketball.

- Junior Donnie Carr was named Second Team All-Atlantic 10 and First Team All-Big 5.

- Senior K'Zell Wesson was named Third Team All-Atlantic 10 and Second Team All-Big 5.

- Junior Kevin Myles qualified for the NCAA Cross Country Championships.

Kevin Currie is the University's director of athletic communications.

Student-Athletes Honored For Off-The-Field Work

Senior Drew Costello (football) was named GTE Academic All-District II.

Senior Natalie Sibley and sophomores Kelly Saxman and Julie Hope were named to the Atlantic 10 Academic All-Conference Field Hockey team.

Sibley, Saxman, and junior Lindsay Block were named to the National Field Hockey Coaches Association's All-Academic Team.

Seniors Randy Miloszewski and Steve Tarrant earned places on the National Soccer Coaches Association's All-East Regional Scholar-Athlete team.

Miloszewski was also honored as the La Salle Senior Male Scholar-Athlete of the Year.

Senior Trisha Swanson (swimming) was named the La Salle Senior Female Scholar-Athlete of the Year.

Seniors Elena Gomez and Kevin Myles, and junior Kathy Heabel were named to the Atlantic 10 Academic All-Conference Track team.

Junior Kevin Ibach (baseball) was named to the GTE Academic All-District II team.

The Women's Basketball team finished second in the nation with a 3.508 Grade Point Average.

The Women's Cross Country team was honored by the Cross Country Coaches Association of America for its academic accomplishments.

One-hundred twenty-six La Salle student-athletes were named to the Atlantic 10 Commissioner's Honor Roll for having a 3.00 Grade Point Average or better.

Brother Anselm's Devotion to Sacred Heart Recalled as Statue is Dedicated on Campus

A dual dedication occurred on campus during REUNION '99 on May 15 at the Olney Hall entrance with the blessing of the Statue of the Sacred Heart of Jesus and a plaque which was unveiled commemorating the La Salle College presidency of Brother Anselm Murphy, F.S.C., who served from 1932 to 1941.

At the outdoor ceremony, La Salle University President Nicholas A. Giordano, '65, thanked the donors of the project and unveiled the plaque. Brother Charles Gresh, F.S.C., '55, the director of development, outlined Brother Anselm's presidency and lauded his many contributions to La Salle. Rev. Joseph Meile, '49, retired priest of the Trenton (N.J.) diocese, blessed the statue and plaque.

Often considered the second founder of La Salle, Brother Anselm (1886-1968) was president during the Depression period. In spite of a tremendous newly-incurred debt, he expanded a student body of less than 100 to more than 400. Under his direction, both McShain Hall as well as McCarthy Stadium became a reality.

Brother Anselm's legacy was, in the parlance of today's college student, to "hang tough" in times of adversity. It is said that he walked and bartered with the high and the mighty in the ecclesiastical and financial world, but he never forget that strength arose from the inner dimension of the faith and trust in Providence. He was never intimidated, for he was convinced of La Salle College's mission and the power of prayer particularly through devotion to the Sacred Heart.

The material needs of the college, however, never caused him to lose sight of his sacred trust in caring for the spiritual and academic welfare of its students. Early in his presidency, every endeavor in the promotion of the school's growth was placed in the keeping of the Sacred Heart of Jesus. In his First Friday talks to the student body, he underscored this devotion. He arranged for a Sacred Heart statue to occupy a prominent place in the center of the campus. This, he maintained, was "a visible sign of unfailing trust in the understanding and beneficent goodness of Our Divine Lord." Ultimately, because of age, this statue had to be replaced. Later, with the arrival of



The plaque reads: "The statue erected here is in memory of Brother E. Anselm Murphy, F.S.C., nineteenth president of the University. Indomitable in spirit, energetic in his administrative work, he guided the University safely through the troubled days of the 1930's—with profound devotion to the Sacred Heart, symbol of God's love for all humanity."

the sculpture called "The Walking Madonna," the Sacred Heart statue was placed on a plinth on College Hall.

In 1950, Brother Anselm was the chief negotiator in the purchase of a House of Studies for Student Brothers who would receive an undergraduate, and, in many cases, a graduate degree from La Salle. This was Ronaele Manor, the Dixon Estate in Elkins Park located right outside the city limits in Montgomery County. Fittingly, this Tudor mansion was renamed Anselm Hall in his honor. Those buildings were demolished in 1974.

"Today it is with pride that we honor the Sacred Heart of Jesus intertwined with deep respect for all that Brother Anselm has done for this university," said Brother Gresh in his remarks at the dedication.

Philadelphia's Mayor and CEO of New York Stock Exchange Honored Along With 1,225 Graduates at La Salle's 136th Commencement



President Nicholas Giordano (left), presents honorary degrees to Philadelphia Mayor Ed Rendell and New York Stock Exchange CEO Richard A. Grasso (center) as the mayor's sponsor Richard S. Rueda, Esq., and Grasso's sponsor, Robert N. Masucci (right), watch.

Philadelphia Mayor Ed Rendell and Richard A. Grasso, chairman and chief executive officer of the New York Stock Exchange, received honorary doctorates as some 1,225 men and women were awarded bachelor's and master's degrees at La Salle's 136th Commencement on May 23.

La Salle University President Nicholas A. Giordano, '65, presided at the ceremony that was moved indoors to the Tom Gola Arena because of the inclement weather. Included among the graduates were 169 students who received MBA degrees and another 181 who earned master's degrees in Education, Nursing, Psychology, Communication, Bilingual Studies, Computer Information Sciences, Religion, or Central European Studies.

Marianne S. Gauss, '75 BA, '87 MBA, an assistant professor of management, received the Christian R. and Mary F. Lindback Award for distinguished teaching. Christopher Pinto, of Bensalem, Pa., the president of the Resident Students' Association, delivered the senior commencement address. Nicholas J. Lisi, Esq., '62, inducted the graduates into the University's Alumni Association in one of his final duties as president.

Rendell, who received an honorary doctor of humane letters degree, was sponsored by Richard S. Rueda, Esq., '62, a member of the University's Board of Trustees. Grasso was sponsored by another University trustee, Robert N. Masucci, '61, for his honorary doctor of laws degree.

President Giordano called Rendell "probably one of the greatest mayors of Philadelphia in this century," and added that it is fitting that the mayor of one of the great cities of this country should be given this honor by "a truly Philadelphia educational institution" located in the midst of an urban community.

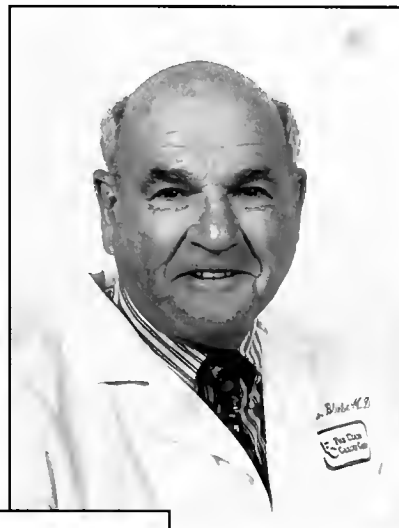
"He's a man of boundless energy, who just never stops promoting the City of Philadelphia; but he's more than just a cheerleader," added Giordano. "He's an extremely able administrator, a person who understands the issues and also understands when he has to make the very difficult decisions which are not politically popular, but are the right things to do, and he's done them time and time again."

"I'm honored by this gesture," said Rendell, "particularly when it's coming from one of the best schools in this city. As a boy in New York, I read and saw Tom Gola, one of the greatest college basketball players ever, and I always associated La Salle with great basketball. But I've learned over the years that there's much more about La Salle than just basketball. It stands for a tradition of great education and preparation for life. That I'd be chosen to receive an honorary degree from them is special."

Grasso was cited by Giordano, the former CEO of the Philadelphia Stock Exchange, as the only person to ever have worked his way through the New York Stock Exchange from an assistant listing clerk to become its chairman and chief executive.

"He's a young man who has roots in the same place that so many people at La Salle have their roots," added Giordano. "Richard Grasso's is truly a success story that is something all of us at La Salle can appreciate, because it was the De La Salle philosophy that reaches out to neighborhood kids, to provide them with that opportunity to be successful. Dick Grasso was that kind of person. It is fitting that he gets this honorary degree because he is so much like so many graduates of La Salle."

Dr. William F.X. Coffey Receives Holroyd Award at Lecture by Nobel Prize-Winner Baruch Blumberg



Dr. William F.X. Coffey receives the Holroyd Award from President Nicholas A. Giordano. Dr. Baruch S. Blumberg (right) delivered the annual Holroyd Lecture.

William F. X. Coffey, MD, '49, received the 1999 Roland Holroyd Award for distinguished contributions by a La Salle University alumnus to the health professions at the University's 20th annual Holroyd Lecture on April 23 in the Dan Rodden Theatre.

Dr. Coffey shared the spotlight with Nobel Prize-winner Baruch S. Blumberg, MD, Ph.D., the developer of the first vaccine capable of preventing a human cancer, who delivered the Holroyd Lecture on the topic "The Prevention of Cancer With the Vaccine: Hepatitis B Virus and Primary Cancer of the Lung."

After serving in the U.S. Navy, Dr. Coffey was graduated cum laude from La Salle's pre-med program. He studied medicine at Jefferson College and subsequently was a U.S. Naval Medical Officer before receiving a Mayo Clinic Fellowship in Internal Medicine. He began a private practice in internal medicine in 1961 and retired in 1995. He is currently vice president and medical director of Metropolitan Life Insurance Company.

In 1997, Dr. Coffey and his wife, Roseanita, were inducted into the Archdiocesan Hall of Fame which honors distinguished graduates of Philadelphia Catholic schools. They received the prestigious Sourin Award from the Catholic Philopatrian Literary Society in April.

Dr. Blumberg was awarded the 1976 Nobel Prize in medicine for his 1967 discovery of the hepatitis B virus.

He later pioneered work that discovered the link between hepatitis B and liver cancer, and working with colleagues at Philadelphia's Fox Chase Cancer Center devised a vaccine for hepatitis B, the first vaccine capable of preventing a human cancer.

Dr. Blumberg's many honors include election to the National Academy of Sciences, the American Philosophical Society and the National Inventors Hall of Fame. He has received the Pennsylvania Medical Society Distinguished Service Award, the Governor's Award for Excellence in the Sciences, Commonwealth of Pennsylvania, and the John Scott Award, Board of Directors of City Trusts, Philadelphia.

Previous Holroyd Lecturers include former U.S. Surgeon General C. Everett Koop, MD; noted heart surgeon Michael E. DeBakey, MD, and transplant pioneer Thomas E. Starzl, MD.

Dr. Holroyd, who was beloved by legions of students as the "Good Doctor," taught at La Salle from 1920 until his retirement as the University's first "emeritus" professor in 1973. An Anglican vestryman, he became one of the first non-Roman Catholics in the world to be named an affiliated member of the Institute of the Brothers of the Christian Schools. On the day of that honor in 1970, La Salle's science building was dedicated as the Roland Holroyd Science Center.

James J. Lynch Receives the La Salle University Leadership Award at 7th Annual Charter Dinner



James J. Lynch

James J. Lynch, '71, chairman, president, and chief executive officer of Prime Bank, Fort Washington, Pa., received La Salle's seventh annual Leadership Award at the Charter Dinner celebrating the 136th anniversary of the University on March 20 at The Union League of Philadelphia.

Lynch, who was honored for his outstanding corporate, civic, and government leadership, was presented with his award by La Salle's President Nicholas A. Giordano, '65. Charles P. Pizzi, '72, president of the Greater Philadelphia Chamber of Commerce, was master of ceremonies at the black-tie dinner attended by a record 410 guests.

Active in educational, professional and civic organizations, Lynch is chair of the Development Committee and a member of the Executive Committee of the University's Board of Trustees. He is also a trustee of the Holy Redeemer Health System and chairman of the Central Philadelphia Development Corporation. He is also a member of the Executive Committee of the Greater Philadelphia Chamber of Commerce and active on the corporate campaign of United Way of Southeastern Pennsylvania.

Lynch began his banking career as a part-time employee at the First Pennsylvania Bank in 1968 during his undergraduate days at La Salle. After graduation he

entered its management training-program and transferred to Continental Bank in 1976 as an assistant vice president. After holding various positions, primarily in commercial lending, he was appointed vice chairman of the Board of Continental in 1986. He served as president of Continental Bank from 1992 to 1994. After Continental Bank's merger with Midlantic Bank, Lynch became an executive vice president of Midlantic. He joined Prime Bank in 1996.

The recipient of numerous honors, Lynch received the Philadelphia Eagles Fly for Leukemia Lifetime Achievement Award and was one of the first inductees into the Archdiocese of Philadelphia's Catholic Youth Organization Hall of Fame in 1994.

The Charter Dinner celebrates the founding of La Salle College on March 20, 1863 and pays tribute to the generations of Christian Brothers, laypersons and clergy whose dedication has made La Salle the prominent institution that it is today.

Net proceeds from the 1999 event amounted to a record \$207,000 and will be used to support the University's various scholarship funds, thereby enabling the next generation of students to benefit from a La Sallian education.

Previous recipients of the La Salle University Leadership Award have been Nelson G. Harris, chairman of the Executive Committee of Tasty Baking Company; Joseph F. Paquette, Jr., chairman and CEO of PECO Energy Company; William J. Avery, chairman, CEO, and president of Crown Cork and Seal Company, Inc.; La Salle's President Giordano, who was then president and CEO of the Philadelphia Stock Exchange; G. Fred DiBona, Jr., president and CEO of Independence Blue Cross, and last year's awardee, J. Lawrence Wilson, chairman and CEO of Rohm and Haas Company.

Joe Verdeur Memorial Dedicated in Hayman Hall



A bronze bust of the late Joe Verdeur, '50, La Salle's only individual Olympic gold-medal winner, was dedicated at ceremonies held at the Hall of Athletes complex in Hayman Hall during Reunion '99 Weekend on May 15. Here, his widow, Mary Ellen Verdeur, examines the memorial along with the university's president, Nicholas A. Giordano, '65. Verdeur, who was called the "greatest swimmer of the first-half century" by legendary sportswriter Grantland Rice, won the 200 breaststroke at the 1948 Olympics in London, setting one of his 19 world records in the process.

Brian Elderton Appointed Vice President for University Advancement



In order to advance its relationship with alumni and philanthropic sources, La Salle has created a vice presidency for university advancement and named Brian Elderton, the former vice president for development at Mercy Health System, to the position.

Elderton, who will be responsible for fundraising and development, said

that there will be a greater emphasis on strengthening ties with La Salle's alumni and added that significant efforts will be made to solicit corporations and foundations.

"In one of several new initiatives, we will be developing a program that will more systematically involve alumni in the University," Elderton explained. "We intend to get out there and meet more of our graduates and pay more attention to how the alumni say they want to be involved. Any fundraising program is really only as strong as its Board, and in the case of universities, its alumni."

At Mercy for the past 10 years, Elderton was responsible for planning, organizing, and managing a comprehensive development program for a health care system consisting of four hospitals, a physicians' network, a health maintenance organization, a home health care agency, and a growing number of ambulatory care centers. He has also served as director of the Parents' Annual Fund and Graduate Annual Fund at Georgetown University.

Elderton said all non-profit institutions today have to work to cultivate relationships with key supporters if they want to stay competitive. He explained that while Mercy relies on philanthropic programs to fund outreach and charity cases, universities such as La Salle will increasingly look to fundraising as a way to advance university programs, as well as make more financial aid available.

"The potential impact philanthropic activities have on a university is tremendous," Elderton said. "It's exciting to me to be able to work with the Board of Trustees and alumni at La Salle to help them make a difference."

Elderton has a bachelor's degree from Christian Brothers University, in Memphis, Tenn., a master's degree in education from the University of Missouri, and is pursuing his MBA at La Salle University.

Claude Koch's Poems Celebrated in Commemorative Book



In honor of the 80th birthday of La Salle's English professor emeritus Claude F. Koch, '40, the University's Art Museum is proud to publish *Salvages*, a book containing 46 poems selected from the many hundred published during Claude's writing career.

The book was produced by Claude Koch's English Department colleagues (from left): President-emeritus Daniel Burke, F.S.C., Ph.D.; John Keenan, '52, and Dr. James Butler, '67.

Included are poems about family, friends, Germantown, the Jersey Shore, war, paintings, La Salle, and much more.

Of *Salvages*, J.D. McClatchy, the editor of *The Yale Review*, writes: "Claude Koch's poems, for over a half-century now, have shown a rare regard for the bright detail and its spiritual shadow. Exact of phrase, crisp of form, *Salvages* gleams. Koch's gift to us all—so humane, so heartening—is to be cherished."

The book is now available. Suggested donation is \$10. Checks made out to La Salle University Art Museum should be sent to Dr. James Butler, English Department, La Salle University, Philadelphia, PA 19141. Proceeds will be used to purchase an art work in Claude Koch's name.



Mrs. Josephine Manderville, a former member of the University's Board of Trustees, offers good wishes to the Chairman's foursome at Blue Bell Country Club. The group included (from left) Bruce A. Leauthy, associate professor of accounting at the University; President Nicholas A. Giordano, '65; John J. Shea, '59, chairman of the Board, and Brother Michael J. McGinniss, F.S.C., Ph.D., '70, who became the University's president on July 1.

Finishing in the runnerup spot were the foursome of (from left): William R. Sasso, Esq., '69, a University trustee; Brian McNamara, Dr. James Fox, and Jim Nolen.



The Philadelphia Stock Exchange was represented by Tom McGowan, '76 (second from left), a member of the tournament committee; Ted Friel (left), Lou Cook, and Rick Courtney (right).



Coming the longest distance from Chicago to participate in the tournament were Wayne Luthrinsbausen (left) and George Hender (second from left), who joined Bill Rescigno and Barry Tague (right).

TEE -

La Salle's first annual President's Cup Golf Tournament on April 19 was a smashing success with an overflow 216 alumni and friends of the University participating and many others enjoying the festivities later at a banquet at Blue Bell Country Club.



Brother Charles Gresh, F.S.C., '55, assisted by President Nicholas Giordano, draws the first-prize-winning ticket from the raffle—a golf trip to Ireland for four people won by Joseph J. Duffy, '67, William F. and Deborah Bodnar Flooks, Jr., both '77, won a trip to Bermuda, and Barbara Lee Mirth, '85 MBA, held the winning ticket for a trip to Orlando.



Among the participants were G. Fred DiBona, Jr. (left), president and CEO of Independence Blue Cross, who is shown enjoying the festivities with Bob Capoferri.

"I've been involved in a lot of golf tournaments over the years for La Salle and other non-profit organizations and this was by far the best," said Frank Corace, '64, who co-chaired the event along with John Turner, '69.

RIFIC

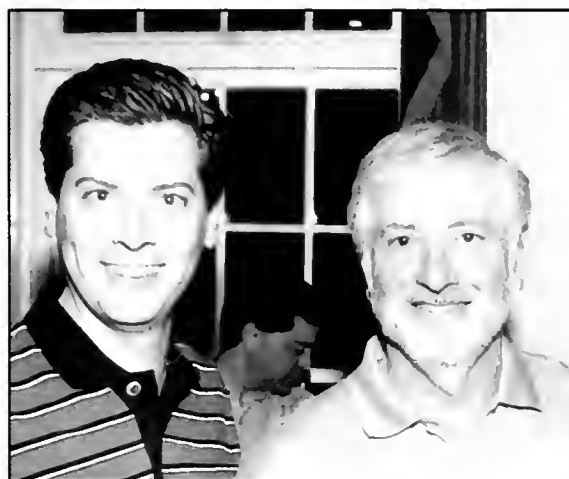
Some 36 foursomes played at Blue Bell and another 18 groups competed at Cedarbrook. The event raised more than \$200,000, all of which will be earmarked for student financial aid and scholarships at the University.



President Giordano presents the first annual President's Cup to the winning foursome (from left): Brian Glancey, Jim Watson, '70, Mike Mayock, and Jack Lawlor.



Former Explorer basketball All America Tom Gola, '55 (right), enjoys a light moment with Charles J. Reilly, '62, an emeritus member of the Board of Trustees, and trustee James J. Lynch, '71 (center)



Elmer F. (Bud) Hansen, Jr., '58 (right), a member of the University's Board of Trustees, and his son, Buddy, '90, contributed the use of their Blue Bell Country Club facilities and served as perfect hosts for the first-class event.



Popular Philadelphia radio sports-talk host Angelo Cataldi, an adjunct professor in La Salle's Communication Department, was toastmaster at the banquet. At far left is Frank C. Corace, '64, who served as co-chair of the event.

"From a fund-raising point of view to the caliber play to the fact that everybody just had a good time, it was a real success. The whole aura of the day was very positive—just a wonderful day for the University."



Tournament co-chair John W. Turner '69 (second from right), played in a foursome with Robert Covone (left), Charles A. Tier, '69, and Richard Manna (right).



Joining William J. McCormick, Jr., '58 (left) and his wife, Jackie, are her brother Robert Ford and Michael F. Doyle, '65 (right).

AN INTERVIEW WITH THE SUPERIOR GENERAL OF THE CHRISTIAN BROTHERS

As superior general since 1986, John Johnston, F.S.C., has led the Christian Brothers in Rome and around the world. For 10 years prior to that, Brother Johnston was vicar general, the Christian Brothers' second-ranking position. This spring, he visited La Salle for the first time since 1990, and sat down for a brief interview with Ian Berry, '99, the editor-in-chief of the university's student newspaper, *The Collegian*.

Have you picked up on any noticeable changes since the last time you were here?

It's not really that kind of visit. Of course, I know that you are going through a transition right now, with a transitional president this year, and a new president in Brother Michael McGinniss, who I know very well. But that's kind of the life of the University, and you always have that kind of change.

What do you think a Christian Brothers university should accomplish?

Well, that's a very good question, and it touches all kinds of things regarding the Catholic character. We talk about various characteristics of a Lasallian education, and I have a list that I use...profound reverence for each young person, a spirit of community, a quality education, an atmosphere that's truly Catholic—I'll come back to that—and solidarity to the poor because that's our tradition. Not only accessible to the poor, but having a strong commitment to the promotion of justice and advocacy, social change, change with our structures. Then there should be a faculty that is really united around our tradition, that's really one, that plugs into that tradition, whatever their religion. They can be of different religions, as long as they have a commitment to the fundamental philosophy of the institution.

And then it's organized around the story of De La Salle, a wealthy young priest who entered the world of the poor, entered the world of education, entered the world of young people, and lived with lay brothers, consecrated to God in education. In that process he developed a pedagogy, and spirituality that is still very pertinent today.

So I see that as a set of guidelines for all of our institutions, from kindergarten right through post-doctoral

programs. I don't care what level it is, I think somehow, the institution has to manifest those characteristics, and I believe very strongly for higher education.

Could you define the relationship between the Church and Lasallian institutions?

It's been an ongoing discussion for 50 years, but in 1990 there was a meeting in Rome of representatives of Catholic Universities from all over the world, with Vatican authorities. I participated myself, because I'm very interested in the theme, together with eight other University presidents. We reflected on what a Catholic University is all about, how it relates to the Church, and we came up with the material that later became the *Ex Corde Ecclesiae* document.

I think that the document has been a very positive catalyst over the past ten years. But the problem has been the fact that the Vatican wants the relationship between the Catholic University and the Church to be not only kind of an informal, amicable relationship, they want it to be juridical. This is where the problem is.

So the bishops understand the problem very well, and they proposed in 1996 a document that everybody could live with, that people were very happy about, and that defines the relationship with the Church in non-juridical terms. Well, most of the document was totally acceptable, but it was sent back for revision on two points.

The big concern of the Vatican, and I understand these concerns, was that the theology be orthodox, that it be in harmony with what the Church is teaching. And secondly, the Vatican is concerned with the long-range future of Catholic institutions, given the vocation problem. Nobody knows what the future is going to hold.

They see the solution to that as something juridical. People in the states have been arguing that can be handled in other ways, that the authority of the boards has to be respected, that academic freedom has to be respected, and that there are other ways of handling this through dialogue. Now there's a revision of rules by the bishops, just for discussion, and most are not happy with it, at least not most college presidents.

Brother John Johnston, F.S.C., superior general of the De La Salle Christian Brothers, meets with members of the Lasallian Leadership Institute on La Salle's campus (from left): Geoffrey Kelly, '54, director of the Institute and chair of the Religion Department; Vincent Kling, '68, associate professor, English, and Raymond Ricci, '67, vice president, enrollment services.



Is the vocation problem you speak of being experienced worldwide?

No, because we do have vocations in Africa, vocations in Latin America and some countries in Asia. There, the numbers are good. We're very encouraged by that, because there's an enormous need.

Vocations in the developed world economically are few and far between. Spain is the best, but the other countries will have sometimes 10, sometimes two, sometimes one, sometimes seven. That's where we are at the moment, but we're still helpful.

How are you dealing with this problem—both in increasing vocations and in maintaining Christian Brothers' institutions?

I really believe that sometimes we are our own worst enemies. We've suffered a crisis of confidence in some ways, because we've seen the crisis of lost numbers, and vocations have fallen.

And I think that since there have been so few vocations for X number of years now, some Brothers are kind of discouraged. We have to break out of that, and not be afraid to talk to young people about our life and invite them, with total freedom.

In terms of taking care of our institutions, I think we're doing a very good job. Across the country and the world, our lay teachers are really getting on board. Some have taught with us for years, but they never really knew much about our tradition. But now we're trying to introduce everybody into that tradition.

Many of our lay associates are pushing us to share more. So I'm very encouraged by that. So I think in many ways, our institutions are fine. We have to have structures that assure their continuity, with or without Brothers, though we hope it's with Brothers.

As you mentioned, De La Salle's original mission was to educate and serve the poor. Now, in addition to schools that serve the poor, there are many Lasallian institutions that serve middle and upper-middle class students. How do you fit all of these different institutions into the Lasallian mission?

Well, we've had an evolution. From the very beginning, De La Salle's schools were open to everybody, though there's no question the overwhelming majority of the people were very poor. When the Brothers came to the United States, it wasn't feasible

(continued on next page)

Jennifer Merritt is First La Salle Student to Win James Madison Junior Fellowship

to start a school for Catholic poor. They just started a school for Catholics, most of whom were poor immigrants.

Over the years, some of those schools just evolved and developed. Then in the 1960's, there was just an explosion of Catholic schools. Bishops were asking, parents were asking, and the Church encouraged us to accept them, and we have. So we have a real variety today.

But I would say the sensitivity for education to the poor is very strong, probably stronger now than it was 20 years ago.

In probably half the countries where we work, we get government help. We don't in the states, and it's always been an enormous frustration, the whole tuition thing. We try to have tuition funds and scholarship funds, but we know that many people never ask.

Now we're seeing right across the country the initiation of new works, like St. Miguel, and tutoring centers for the poor that are supported by existing institutions. And then the whole question of social justice. We're trying to push that even more—solidarity with the poor, and the change of social structures.

So your question is very valid, and it's a question I receive very often from students, because they know the tradition. And we struggle with it ourselves. It's a big issue at every international meeting, and every meeting with the Brothers.

She's the only student in all of Pennsylvania and New Jersey—one of 17 in the nation—to receive a prestigious James Madison Junior Fellowship. She's been on the Dean's List every semester of her college career. And a few weeks ago, she graduated maxima cum laude as the top scholar in La Salle's History Department. Yet the Pennsuaken, N.J., native doesn't think she's much different than the rest of her classmates.

"I just try to do my best," a modest Merritt said.



As a result of a national competition conducted earlier this year, the history major political science minor was awarded La Salle's first Madison Fellowship, which provides up to \$24,000 toward the cost of a master's degree in history. She plans to concentrate on American History when she begins graduate school in the fall.

"Jennifer is not one given to making waves about herself. She just goes and does her business—and does it well," said John S. Grady, director of La Salle's Honors Program.

For the past four years, the top-notch student has done better than well as she juggled responsibilities as member of the University's rigorous Honors Program, staff writer for the student newspaper, and peer tutor in La Salle's Writing Fellows Program. She played not one, but two instruments in the school's Jazz and Pep Band, and was appointed its secretary-librarian.

During her junior year, Merritt served as an intern for Pennsylvania U.S. Senator Rick Santorum and volunteered in Mayor Ed Rendell's office this past semester on Friday afternoons. All the while, she managed to keep a part-time job as a bank teller near her hometown.

"If I had to do it all over again, I definitely would," she said. "I've had many wonderful experiences at La Salle."

After graduating from Camden Catholic High School, Merritt won a Christian Brothers scholarship to La Salle for her superior academic achievement. She said she knew then that she wanted to be a high school history teacher when she finished college. She just can't believe the time has already come.

Grady said he knows she'll do well, just like she always has. "I am very pleased to see Jennifer going on in education—both as a student and as a professional," he said. "She's truly an exceptional person."

—By Caitlin Murray

President's Medals Presented to Four Middle East Ambassadors at Diplomats in Residence Conference



President Nicholas A. Giordano presents the President's Medal to Maher El-Sayed, Egyptian ambassador to the United States, as Dr. Cornelia Tsakiridou watches.

LaSalle presented President's Medals to four Middle East ambassadors who have worked diligently to bring peace to that region as part of the University's Diplomats in Residence conference, "The Middle East: A Quest for Understanding" on April 12 - 15.

Receiving the medals were: Hasan Abu-Nimah, Jordan's ambassador to the U.N.; Avi A. Granot, minister to the Embassy of Israel; Maher El-Sayed, Egyptian ambassador to the United States; and H.E. Ambassador Nasser Al-Kidwa, permanent observer of Palestine to the United Nations. Marwan Jilani,

Deputy Permanent Observer of Palestine to the United Nations, accepted on behalf of Al-Kidwa.

The medals were presented by University President Nicholas A. Giordano on April 13th prior to a panel discussion, "Perspectives on the Resolution of the Palestinian-Israeli Conflict."

"La Salle University honors the efforts of the four ambassadors to achieve lasting peace between the Palestinian and Israeli people," said Dr. Cornelia Tsakiridou, a professor of philosophy and director of the school's Diplomats in Residence program. "With the understanding that diplomacy is the most humane means of conflict resolution and yet the most challenging, the university recognizes the great moral task to which those who practice the art of diplomacy are called. In honoring these distinguished guests, La Salle marks symbolically its own commitment to educating its students in public leadership and in the pursuit of justice, peace and the common good."

The four-day conference brought together a variety of Middle East and American officials and scholars. Topics included: "Muslim Women's Rights at Home and Abroad," "Perspectives on the Resolution of the Palestinian-Israeli Conflict," "American Foreign Policy and International Security After the Gulf War," and "American Foreign Policy and Prospects for Development and Regional Stability."

Initial Dr. Joseph Flubacher Scholarship Awarded



The inaugural bestowal of the Dr. Joseph F. Flubacher, '35, Scholarship was awarded to Alan Joseph Medwick, '01, of Carteret, N.J. (second from right), at a campus ceremony on April 30. Also pictured (from left): Charles Gresh, F.S.C., '55, director of development; David T. Poisez, '80, the Fund's honorary chair; Dr. Flubacher, and Dr. Mark Ratkus, '69, chair of the Economics Department. Generous alumni and faculty have contributed \$369,000 to the fund honoring the legendary 52-year-career devoted by the economics professor-emeritus to promoting academic excellence and social justice. Applications for the scholarship are accepted by students majoring in economics during their second or third year at the University.

Sallyanne Harper and Joseph Klock To Be Honored at Fall Convocation

Sallyanne Harper, '76, the chief financial officer of the Environmental Protection Agency, and Joseph P. Klock, Jr., '70, chairman and managing partner of Steel Hector & Davis, LLP, one of Florida's leading law firms, will receive honorary doctorate degrees at the university's annual Fall Honors Convocation at 3:00 P.M. on Sunday, Oct. 10.

Harper, who received an MBA in finance and investments from George Washington University, has dedicated her professional career to fiscal resource management. She came to EPA in 1987 following 10 years of increasingly responsible positions in procurement and contracting with the Navy. Since 1989, she has been director of EPA's Financial Management Division, deputy chief financial officer and acting chief financial officer before being appointed to her present position last July. As

CFO, she has responsibility for developing and managing EPA's new planning, budgeting, analysis, and accountability system.

Klock, who chairs his Miami-based law firm's Board of Directors and Executive Committee, specializes in litigation, corporate and international law. He also co-chairs the firm's international practice group. He is general counsel and chief legal officer to West Palm Beach-based Florida Crystals Corporation, the largest private-sector sugar farming enterprise in the U.S., as well as its parent, Flo-Sun, Inc., the holdings of which also include farming, hotel and resort operations in the Dominican Republic. He is also a director of Premier Hotel Corporation and National Beverage Corporation. He earned his law degree with honors from the University of Miami where he was editor-in-chief of the Law Review.

John Dondero's "Legendary and Unwavering" Standards Praised by Award Recipient Jackie Vice-Black, '73

Jackie Vice-Black, Ph.D., '73, was honored for her significant accomplishments and dedication to the field of psychology at the annual Grimes Dondero Day sponsored by the University's Psychology Department on April 11 in the Dunleavy Room on campus.

Dr. Vice-Black, the principal of Windsor Consulting Group, in Media, Pa., received the John P. Dondero, F.S.C., Award established in the memory of the beloved La Salle psychology professor who died in 1994.

Dr. Henry Tomes, public affairs director of the American Psychological Association, delivered the 20th annual Vincent Grimes, F.S.C., Lecture in honor of the founder of the University's Psychology Department and Counseling Center, who died in 1981. His topic was "Diversity: Psychology's Challenge for the 21st Century."

Vice-Black, who has held leadership positions at SmithKline Beecham Corporation and ARCO Chemical Company, praised Jack Dondero's "legendary and unwavering" standards of excellence in her remarks accepting "an honor without compare."

Recalling her days as a La Salle undergraduate, Vice-Black said: "I remember that period of my life as a touchstone of when I truly began to create my own internal standard of excellence. Close to perfect was no longer good enough, if I had not put my fullest effort into whatever I did.

"Jack's standards were as passionate as his optimism. His confidence in his students was infectious. I remember sitting in the statistics lab struggling with problems that only a demon could have concocted. Jack would stroll in,



Drs. Jackie Vice-Black and Henry Tomes were honored at the annual Grimes/Dondero Day.

smile, ask how it was going. Rather than be dissuaded by our complaints that the problems were too hard, he'd laugh and say, 'You'll get it if you try hard enough.' Sure enough, he was always right.

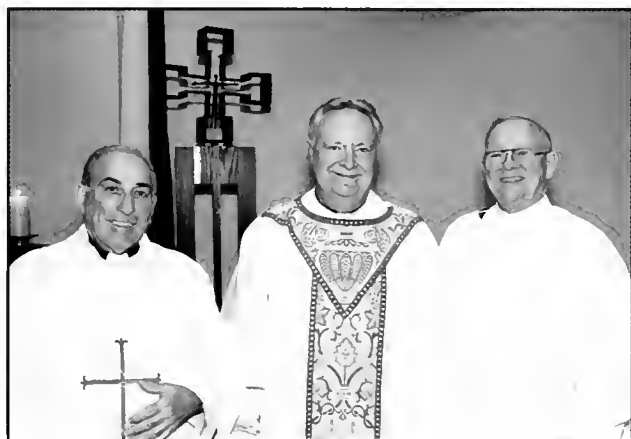
"In life, many of us are often discouraged from reaching too high or trying to set goals we might not be able to reach. So we set goals at levels that seem attainable. Jack would not permit that in his students. This was his greatest gift to those of us who were shaped by his principles."

REUNION '99

Almost 700 members of the Alumni Association and their guests enjoyed the annual festivities throughout the campus on May 15. They came from as far as New Mexico, Maine, and Florida and more than 500 of them stayed to enjoy the dinner, dancing, and music in the Hayman Center. For the members of the Golden and Silver Anniversary classes there were 50 and 25-year medallions to be presented.



For the University and its President Nicholas A. Giordano, '65, there were class gifts—such as the one presented (above) by James W. Jones, '49, the gift chair of the 50th Anniversary class, and Leon E. Ellerson, '56, chairman of the Annual Fund, at the Alumni Convocation in the Dan Rodden Theatre. Alumni Association president Nicholas J. Lisi, Esq., '62, introduced the class representatives.



Rev. Anthony Wojcinski, '64 (center), rector of the Sacred Heart Cathedral, in Pueblo, Col., was the celebrant and homilist at the Reunion Liturgy celebrated in the De La Salle Chapel. He was assisted by Rev. Joseph J. Miele, '49 (left), and Rev. John F. Blob, '54, both of the Diocese of Camden, N.J.

SCHOOL OF BUSINESS ADMINISTRATION

'51

James J. McClaskey recently celebrated 50 years of marriage to his wife, Ann. He still volunteers a few days a week in Pennsylvania State Senator Vincent J. Fumo's Port Richmond office in Philadelphia.

'58

Edward H. (Ned) McDermatt has been appointed public affairs officer for the U. S. Coast Guard Auxiliary's Division 8 from Cape May to Brigantine, N.J.

'59

Robert J. Matthews was nominated by Pennsylvania Governor Tom Ridge to a vacancy on the Philadelphia County Court of Common Pleas, to serve until the first Monday of January 2000. **Matthews**, a private-practicing attorney in Philadelphia specializing in family law, was named to fill the vacancy that occurred when Judge David N. Savitt retired.

'62

Michael J. McKenna, a member of the University's Board of Trustees, was recently inducted into Philadelphia's Northeast

Catholic High School Hall of Fame.

'67

Joseph J. Duffy, chief executive officer of Duffy Consulting Group and vice chair of Strescon Corporation, was elected to the Board of Directors of TVI Corporation in Glenn Dale, Md.

'70

John M. Fleming, CPA, the director of accounting and auditing for Loscalzo Associates, P.A., has been named president of the Greater Philadelphia chapter of the Pennsylvania

Institute of Certified Public Accountants.



Tasch

'73

Samuel L. Huhn was elected district director of the Blinded Veterans Association in Washington, D.C. covering states from New Jersey and Pennsylvania to North Carolina and Tennessee. **Michael J. Tasch**, an associate broker for RE/MAX Properties, Ltd., in



Daylestown, Pa., has been inducted into the RE/MAX International "Hall of Fame." This award is conferred upon real estate agents that accomplish significant sales milestones during their careers. Additionally, **Tasch** attained membership in the RE/MAX International "100% Club" for 1998, a distinction he has achieved numerous times.

'82 William D. Shields recently joined Reading Plastics in Temple, Pa. as national sales manager.

BIRTH: to **Kathleen McGarvie Hagan** and her husband, Mark, triplet daughters, Kerri, Kara, and Keeley.

'83 Mark E. McGonigle was promoted to chief financial officer of StanCar, Inc., a corrosion control company headquartered in Maple Shade, N.J.

'89 MARRIAGE: **Kristi Rogacz** to **Braaks Taylor**.

Zeigler

'94 John A. McCann, an associate at C.A. McCann & Sons, Inc., in Sea Isle City, has been appointed to the New Jersey State Real Estate Appraiser Board by Governor Christine Todd Whitman. **Sanya K.N. Zeigler** has joined the Cherry Hill, N.J.-based law firm of Flaster/Greenberg as an associate working in the areas of tax and corporate law.

SCHOOL OF ARTS & SCIENCE

'49 William F.X. Caffey, MD, and his wife, Roseanita Schubert Caffey, were the first married couple to receive Saurin Memorial Medal from the Catholic Philapatrian Literary Institute.



ALUMNAE CLUB HOLDS RECEPTION AT ART MUSEUM

The Alumnae Club of La Salle University hosted a cocktail reception in the La Salle Art Museum on Wednesday, May 26th. Highlights of the evening included a tour conducted by Brother President Emeritus Daniel Burke, F.S.C., Ph.D. (above) as well as comments from President Nicholas Giordano, '65 and Marianne Gauss, '74, former president of the Alumni Association. This social gathering of more than 40 alumnae afforded the opportunity to begin forming selection committees for the Year 2000 Alumnae Award Luncheon. The inaugural Award Luncheon was held in 1995 and the quinquennial celebration is presently being planned. Committee participation is encouraged so, if you are interested in being on a selection committee, please contact the Alumni Office at 215-951-1537 or 1-888-4ALUM-LU.

'52

Raymond Branowicz, F.S.C., is doing missionary work in a Christian Brothers school in Bolivia.

'55

Judge Joseph H. Rodriguez, of the U.S. District of New Jersey in Camden, received the New Jersey State Bar Foundation's prestigious Medal of Honor Award for outstanding contributions to improving the justice system. He is a member of the University's Board of Trustees.

'56

Charles W. Greenberg retired after 26 years as vice principal at Philadelphia's Father Judge High School.

'57

Thomas J. Chadwick, F.S.C., is now the associate director of development for the Christian Brothers' Baltimore Province.

Binns



'61

James J. Binns, has become a counsel to the Cherry Hill, N.J.-based law offices of Flaster/Greenberg, concentrating on complex commercial litigation, including white collar criminal matters. **Carl M. Clayton, F.S.C.**, has joined the faculty of the University of Bethlehem in the Holy Land.

'62

John D. Caputo's recent book, *Deconstruction in a Nutshell* (Fordham, 1997), was awarded a Choice Magazine Outstanding Academic Book Award for 1998. **Joseph F. Mahon, F.S.C.**, a member of the University's Board of Trustees, has been appointed director of formation for the Christian Brothers' Baltimore Province and is in residence at the San Miguel School in Camden, N.J. The Philadelphia Bays Chair presented the Ambassadors' Award to **Richard S. Rueda**, a member of the University's Board of

Trustees, at the 17th annual Ambassadors' Gala for his generous commitment and support.

'65

Eric Henderson, F.S.C., has joined the faculty at Bishop Walsh High School in Cumberland, Md. **Richard Kestler, F.S.C.**, is the president of West Philadelphia Catholic High School.

'66

Jan P. Walheim, MD, recently moved his office and expanded the practice, Doylestown Internal Medicine Associates, to five physicians. **Dr. Walheim** continues as president of the local physician organization, Doylestown IPA.

'67

Leo F. Klagholz, Ph.D., has resigned as New Jersey State Education Commissioner and will become distinguished scholar and professor of education policy at Richard Stockton College in Pomona, N.J. **James Steck, F.S.C.**, has returned to teaching at La Salle College High School in Wyndmoor, Pa.

'68

John M. Hartke, Ph.D. is president of the Pennsylvania Chapter of the American Mental Health Alliance, a national organization of mental health professionals dedicated to the ethical practice of psychotherapy free from the mandates of managed care. **Peter J. Tamogni**, a retired police lieutenant from the Vineland (N.J.) Police Department, is teaching English at Saint Augustine Preparatory School in Richland, N.J.

'69

William R. Sasso, Esq., was inducted into the Philadelphia Archdiocesan CYO Hall of Fame at its spring banquet.

'70

John A. Kenneff works part-time in the Lancaster (Pa.) District Attorney's office and is in private practice at Goodman and Kenneff, a firm that serves as solicitor for East Cocalico Township.

'71

Timothy Ahern, F.S.C., was appointed principal of Hudson

Catholic High School in Jersey City, N.J.

'72

Rev. Louis P. Ciaudelli is a resident at Saint Mary Magdalen Parish in Media, Pa., helping with the work of the parish. **Michael L. Duffy** is vice dean, executive education, at the Marshall School Graduate programs of the University of Southern California.

'73

Bill Fox, who has coached Father Judge High School's men's basketball team to 23 appearances and three championships in the Philadelphia Catholic League Playoffs in 24 seasons, was selected to coach the East team in the nationally-televised McDonald's All American High School game in Ames, Iowa in March.



Kenyon

Alice Kenyon has joined the Multicultural Training and Research Institute in the School of Social Administration of Temple University as associate faculty/trainer. She earned the Advanced Certificate of Cultural Competence in 1995 and had completed the National Training Labs Diversity Facilitation program in 1994.

'74

Laurence Holtz has been listed in the 27th edition of *Who's Who in the East 1999-2000*.

'75

Thomas Kriessman, co-owner of Triad Steel in Willow Grove, Pa., bought O.J. Simpson's 1968 Heisman Trophy with a high bid of \$255,500. **Michael N. Scavuzza** has been appointed senior vice president of Atlas World Group in Evansville, Ind. AWG owns Atlas Van Lines, Inc., and America Red Ball Transit. **Janis Salesky Skalnack** received a master's degree in education with a math



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La Salle University Alumni Association's Travel Committee

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To receive a travel packet, call the Alumni Office at 215-951-1535 or 1-888-4ALUM-LU.

Scovuzzo



concentration from Beaver College.

'76

William B. Exley, MD, has joined the staff of Tyler Memorial Hospital as a specialist in anesthesiology. **Sallyanne Harper**, chief financial officer of the Environmental Protection Agency, in Washington, D.C., has been named one of three recipients of the Donald L. Scantlebury Memorial Award for distinguished leadership in financial management improvement in the public sector.

'77

Jonathan J. Palmer was named president and chief executive officer of Vital Processing Services, headquartered in Tempe, Arizona.

'79

Maryclaire McTamney Dzik, a sales associate with Weichert Realtors' Spring House (Pa.) office, has been recognized as the office's top producer for selling the most homes, securing the most revenue units, and generating the highest dollar volume in sales for December, 1998. **John C. Suchy** was awarded Premier Club Status with Lindal Cedar Homes, which he represents in the Greater Philadelphia area.

'81

Eileen Matthews Sitarski and her group, Segue Productions, produced a one-hour documentary on the Rosenberg trial for the Court TV

alumni notes



series, "The Greatest Trials of All-Time."

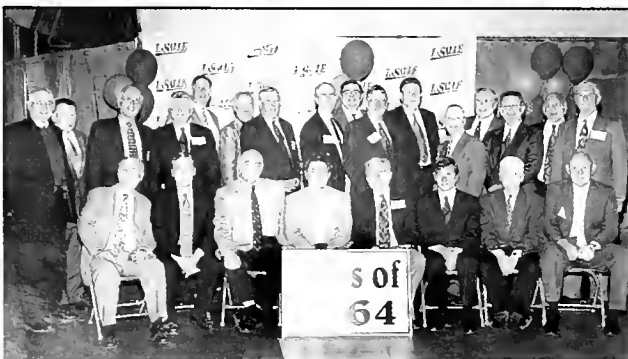
'82
James L. Butler, F.S.C. has been appointed assistant principal for academic affairs at Hudson Catholic High School in Jersey City, N.J. **Susan Altamore Carusi** graduated from the Fordham University School of Law.



'85
Pamela Rassa Duffey is a branch chief for the United States Department of Defense. **Richard Duszak, Jr., MD**, was recently recognized by *The Journal of Vascular and Interventional Radiology* with its Distinguished Reviewer Award for his contribution to the journal's peer review process. **Dr. Duszak** practices diagnostic and interventional radiology at the Reading (Pa.) Hospital and Medical Center. **BIRTH:** to **Pamela Rassa Duffey** and her husband, Gerard, their first child, a son, Shane Patrick.



'86
Anita M. Mastraieni received her master's degree in urban studies from the University of Pennsylvania where she is the associate director of programs and events. **Chief County Detective Oscar P. Vance**, of Montgomery County, Pa., is a renowned hypnotist. A board member of Abington



Memorial Hospital and a leading officer of national and international hypnosis organizations, he has been instrumental in solving numerous crimes via hypnosis.

BIRTH: to **Frank J. Campisi** and his wife, Joann, a daughter, Jenna Marie.

'87
BIRTH: to **Cynthia Bradford DeGeorge** and her husband, Rudy, a daughter, Alissa.

'88
Joseph M. Menna, a teacher in the Theology Department of St. Pius X

High School, in Pattstown, Pa., has been accepted into the Society of Brather Servants of the Holy Spirit and has taken the name Brather Augustine-Joseph Menna, BHS. The Brathers serve in Philadelphia, Pittsburgh, Arizona, and Virginia Beach under the Byzantine-Ukrainian Eparch (Bishop) of Parma, Ohio.

'89
Kimberley Hause-Swales, Ph.D., is working part-time in public relations and marketing under contract to the Texas Children's Hospital. **BIRTH:** to **Maureen Pancoast Waddington** and her husband, Jerry, their first child, a daughter, Sarah Anne; to **Terri Burke Borusiewicz** and her husband, Stephen, their second son, Nathaniel Jahn.



Alumni Association Elects New Officers

Charles J. Quattrone, '72 (center), asset management director of Merrill Lynch Asset Management, at its Princeton, N.J. campus, was elected to a two-year term as president of the University's Alumni Association on May 10. Also elected were (from left): William W. Matthews, III, Esq., '90 (treasurer); Teresa Hooten Kozempel, O.D., '74 (secretary); James J. McDonald, '58 (executive vice president), and Gerald J. Binder, '73 (vice president).

New Alumni Association president Charles J.



Quattrone, '72 (center) surprises Marie Elena Lisi, the wife of outgoing president, Nicholas J. Lisi, Esq., '62, with a bouquet of flowers in appreciation of her two-years of service as the Association's "First Lady," after the election of new officers at the University's Communication Center on May 10.

'90

Claudine E. Driebe is the marketing coordinator for Pocono Produce Company, a wholesale food distributor located in Stroudsburg, Pa. **Janice DellaGuardia Jones** is a materials management analyst for Lucent Technologies in Breinigsville, Pa. **Michael C. O'Connor** is a sales and marketing representative for Cahners Business Information. **Heather M. Shields** is the associate director of the College Learning Center at NYU and coordinator for the Teaching Assistants Training Program. **Karol R. Silverstein** is a screenwriter and has sold four short TV scripts to HBO and a made-for-cable feature script. **MARRIAGE:** Michael C. O'Connor to Marcia Zaruba.

'91

T. Christopher Bond received his doctorate degree in English studies from Notre Dame University. He is an assistant professor of history at Roman (N.J.) University and lives in Newtown, Pa., with his wife, Niki. **James J. Caiola** opened the Beau Monde Restaurant in South Philadelphia. **Arica N. Young** has recently returned from Germany where she spent a year as a Robert Bosch Fellow and had the opportunity to work in the German Ministry of Economics/Deutsche Telekom.

'92

Denise J. Graf has transferred to the Phoenix, Arizona office of the Vanguard Group and has been promoted to senior associate. **Kevin F. Rodowicz, D.O.**, and his fiancée, **Krista M. Hirschmann ('94-BA)** co-authored an essay which won them a \$50,000 all-expense-paid wedding and honeymoon, courtesy of Riunite, the imported wine company. **Catherine McAlee** is attending Solvay College of the University of Belgium, studying for her MBA.



Toczydlowski

John E. Toczydlowski, Esq., has been appointed an associate

attorney at Stief, Waite, Gross, Sagoskin & Gilman in Newtown, Pa., concentrating in the areas of personal injury and medical malpractice on behalf of plaintiffs.



Watson

Lisa M. Watson, Esq., was appointed assistant director of development for trusts and estates at Thomas Jefferson University in Philadelphia.

MARRIAGE: Timothy Phelan and Coleen Burke.

BIRTH: to Jason J. DiVirgilio and his wife, Alysa, a daughter, Isabella Jane.

'93

Kelley Dando is a flight attendant for United Airlines and is based in Washington, D.C., with hopes of transferring to Miami, Fla., in the near future. **Kathleen M. McCann** is a senior account associate at ACNielsen, a global market research firm, working in Cherry Hill, N.J. **Perry Morillite** is a production coordinator for TCI Cable in Wildwood, N.J.

MARRIAGE: Perry Morillite to Barbara Will.

'94

Mark J. Brown has been appointed to the faculty of West Philadelphia Catholic High School. **Howard F. Campbell, Jr.**, was awarded a doctorate from Clemson University in administration and school law and is employed as an assistant principal in the Gaston County (N.C.) School District. **Debra Fazio** joined A & E Television Networks as manager of program publicity for The History Channel. **Krista M. Hirschmann** and **Kevin F. Rodowicz, D.O. ('92-BA)** co-authored an essay which won them a \$50,000 all-expense-paid wedding and honeymoon, courtesy of Riunite Wines. **Ellen C. Lamond** graduated from the George Washington School of Law and has accepted a position with the Chicago law firm of Jenner and Block. **Heather Mirabelli** works as meeting manager for the Talley Management Group, Inc., an association and convention management company in Mount Royal, N.J. **Rachel Raffile Walker**

is a personnel management specialist with the U.S. Environmental Protection Agency.

MARRIAGE: Rachel Raffile to Kristoffer Walker; **Timothy Tilson** to Carol Ann Kihm.

'95

MARRIAGE: James Plunkett to Carolyn Librandi.

'96

Amy Antonelli Nicholls works for GE Financial Assurance in Trevose, Pa. **Joe Schaefer** is serving overseas in the Merchant Marines.

MARRIAGE: Amy Antonelli to Carl Nicholls.

'97

Marifrances Manzo is working full-time for Philadelphia Councilman Frank Rizzo, Jr., in community relations and part-time as producer of a talk-show program for WWDB 96.5 FM.

'98

Michelle Priestley is working under contract as an editorial assistant/analyst for the U. S. Department of Energy in Washington, D.C. **Chris Santarsiero** worked as a district coordinator for the Friends of John Rowland, Inc.,



New Members of the Alumni Association's Executive Committee

Seven new Executive Committee members were elected at the Alumni Association Board meeting on May 10. They included: (foreground from left): Linda A. Carlin, '95; Thomas E. McLaughlin, III, '95, and Elizabeth Lochner, '87. Back row: Marianne Salmon Gauss, '74; Gerald V. Burke, M.D., '75, and John Carabello, DMD, '62. Not pictured: Stephen L. McGonigle, '72. Also included on the Executive Committee are the newly-elected officers as well as the three immediate past presidents.

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

- Young Alumni Reception (Princeton Inn, Avalon, N.J.).....August 28
- Alumni Association Golf Outing (Melrose Country Club).....September 20
- Presidential Inauguration: Brother Michael McGinniss (Hayman Center).....September 24
- Homecoming/Parents Weekend.....October 8-10
- Fall Honors Convocation.....October 10
- Alumni Association Awards Dinner.....November 19

***The Board of Trustees is Pleased to Announce
The Inauguration of
Brother Michael J. McGinmiss, F.S.C., Ph.D., '70
28th President of La Salle University***



***Friday, September 24, 1999 at 3:00 P.M.
(Procession begins at 2:30 P.M.)***

***The Hayman Center
20th Street and Olney Avenue
Philadelphia, Pa.***

A Reception Will Follow on the Main Campus

***For additional information and an invitation,
please contact the Office of University Advancement at
215-951-1540 (telephone), 215-951-1542 (fax),
or inauguration@lasalle.edu (e-mail)***

the successful re-election campaign for the Connecticut governor.

SCHOOL OF NURSING

Bachelor of Science



Morgan

'91

Timothy O. Morgan has been appointed executive director of Pennsylvania Hospital, a core hospital of the University of Pennsylvania Health System. He is responsible for the daily operations of the institution's clinical and support services, as well as its affiliates—Benjamin Franklin Clinic, J. Edwin Wood Clinic, the Counseling Program and Delancey Corporation.

'96

Kristina Walanski Colabelli is a registered nurse working as a clinical data coordinator at SmithKline Beecham in Collegeville, Pa.

MASTER OF BUSINESS ADMINISTRATION

'80

Kelbourne J. Ritter, who most recently served as senior vice president for government accounts at Aetna U.S. Healthcare, was named Head of Diversity for Aetna U.S. Healthcare nationwide. **Ritter** will be responsible for developing, coordinating and implementing a comprehensive strategy to support Aetna U.S. Healthcare's commitment to diversity, both internally and externally.

'85

Kevin J. Connor ('72 BS) was elected president of the Metropolitan Philadelphia Chapter of the Healthcare Financial Management Association.

'86

Larry Hart has been appointed vice president-information technology for Cosmair, Inc.

Based in New York City, it is the U.S. subsidiary of L'Oreal, SA of Paris, France. For the previous 11 years, **Hart** held a succession of management positions in information systems and finance with Campbell Soup Company.

'90

Thomas M. Romanowski was promoted to vice president of TSBusiness Finance Corporation, Lawrenceville, N.J., the asset-based lending subsidiary of Trenton Savings Bank.

MASTER OF ARTS

'88

Anthony Steel has been appointed staff faith development officer in the Catholic Education Office of the Archdiocese of Sydney, Australia, focusing primarily on promoting spirituality among teachers in 151 primary and secondary schools. Previously he had been assistant principal at St. Augustine's College in Brookvale on the northern beaches of Sydney.

'94

Rev. W. Fred Kinden, pastor of St. John the Baptist Church, Manayunk, Philadelphia, celebrated his 25th anniversary of priesthood.

MASTER OF SCIENCE

'90

Larry Dean Holman ('89 MBA) moved from his position as purchasing manager at Jeanes Hospital in Philadelphia to that of Y2K site coordinator at Temple University Health System.

Plans Underway For South Jersey Chapter

Plans are underway to establish a South Jersey Chapter of the Alumni Association. A forming committee has held several meetings in an attempt to assess the level of interest of alumni from Atlantic, Cape May, Cumberland, Gloucester, Salem and Camden Counties. The committee is in the process of contacting alumni by telephone to gauge response to a get-together in the fall on campus.

Members of the committee are: Anne Marie Smith, '87; Mickey Steinitz, '75; Bob Manieri, '85; Christine Hutchinson, '91; Vince Leonetti, '62; Jim Steinitz, '68; Michelle Farina, '93; Hugh McCaffrey, '79; Matt Finley, '91; Ernie Hutchinson, '90; Ted Groody, '53, and Pete Finley, '53.



alumni notes



**Frank Nathans Receives
Robert J. Courtney Award**

Francis J. Nathans, '48, who taught in the university's Political Science Department from 1955 to 1997, received the 1999 Robert J. Courtney Award posthumously during ceremonies at the annual Courtney Lecture on May 14. Accepting the award for Nathans, who died in 1998, was his widow, Debbie (second from right). Established five years ago in memory of the longtime La Salle political science professor and department chairman who died in 1996, the Courtney Award is given annually to an individual who exemplifies and teaches "the valuing of reason over passion." Dawn Riley Courtney, Esq., '83 (left), the widow of the award's namesake, and other members of the Courtney family watched as his son, Donald, '72, made the presentation of a print of Philadelphia's Independence Hall. *Philadelphia Inquirer* foreign affairs columnist Trudy Rubin delivered the lecture on the topic: "The Role of NATO in the New Millennium."

Hayman Center



Pledges and Gifts

as of 6/1/99

Groups	Pledges	Amount	Gifts	Amount
Alumni	5,037	\$1,752,324	5,890	\$1,169,860
Other Orgs.	5	12,295	8	11,425
Parents	841	151,018	948	84,350
Matching Gifts	433	83,655	433	83,655
Faculty/Staff	49	45,561	44	22,694
Friends	25	22,200	36	19,275
Corporations	8	48,875	9	36,375
Foundations				

Total 7,368* \$1,427,634

* Represents number of installment gifts on multi-year pledges.

NECROLOGY

'38 Casimir A. Garczynski Francis A. Hauck, M.D. Edward Quinn, F.S.C.	'57 William T. Daniel	'68 Matthew J. Jesiolowski
'39 Joseph P. Quinlan, Esq.	'58 George J. Duko John R. Goral Robert Lample	'69 William F. Lukens
'48 Stanley J. Lucki, Sr.	'59 William R. Keane Daniel P. McGinn, Jr.	'71 Martin A. Donnelly
'49 John Blessington Willis F. (Bill) Braun Vincent J. Kelly Harry J. O'Donnell	'61 Francis R. Skillman, Jr.	'72 Joseph P. Kirlin, Jr.
'50 Frank J. Lux	'62 Carl J. Young	'73 James N. Masceri, D.O.
'51 Chris J. Frangos Bart J. Vattieri	'63 Leo A. Joerger James J. Whelan	'74 George M. Bodziok
'54 George Homa Joseph McMullen Jack Solomon	'64 Joseph C. Barrett James F. Manning Edwin T. Stark	'75 James C. Stephan
'55 John H. Mackey	'66 John F. Donaghy, III	'76 John F. Plumley, Sr.
'56 Edmund A. Bateman, Jr. John P. Farrell Joseph N. Malone	'67 Frank J. Pratico	'77 Robert J. Cyzio
		'78 Robert E. Hunter
		'81 John J. Heffernan
		'82 Francis C. Cannon

**Mark Your Calendar Now
For the Second Annual**

LA SALLE UNIVERSITY PRESIDENT'S GOLF TOURNAMENT



Will your name be engraved on the cup next year?

MONDAY, APRIL 24, 2000

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Gordon@lasalle.edu**

Father Michael Doyle, Joe Cloran, and Leon Ellerson to be Honored at Alumni Awards Dinner on November 19

Rev. Michael Doyle, who has spent most of his ministry revitalizing and inspiring the city of Camden, N.J., will receive the Signum Fidei Medal, the university's highest alumni award, at the Alumni Association's annual Awards Dinner at 6:30 P.M. on Friday November 19 in the Union Ballroom.

At the same event, Joseph H. Cloran, '61, former president of the University's Alumni Association, and Leon E. Ellerson, '56, a prominent computer entrepreneur and a member of the University's Board of Trustees, will receive the John J. Finley Memorial Award in recognition of outstanding service to the Alumni Association.

In addition to turning his inner-city Sacred Heart Parish into one of the most vibrant religious centers to be found anywhere, Father Doyle has been nationally-acclaimed for his Heart of Camden Project that has used volunteers to rehabilitate some 100 abandoned houses that have been given to people who had little chance of obtaining a mortgage. His elementary school enrolls 300 children and his parish operates health and legal clinics as well as a community center.

The Signum Fidei Medal, which derives its name from "Sign of Faith," the motto of the Christian Brothers, recognizes personal achievements in harmony with the established aims of La Salle University.

Kelly Greenberg Named Women's Basketball Coach at Penn



Kelly Greenberg, '89, shown here being congratulated by La Salle coach John Miller, was appointed head women's basketball coach at the University of Pennsylvania on April 30.

Greenberg, who captained La Salle's nationally-ranked 1988-89 team that finished with a 28-3 record, spent the past seven seasons on the women's basketball staff at the College of the Holy Cross, in Worcester, Mass.—serving for the past three years as associate head coach. Holy Cross won six Patriot League titles and made three NCAA Tournament appearances during her tenure there. Prior to that, Greenberg was an assistant coach at the University of Rhode Island and George Washington University.

"I am thrilled to return to Philadelphia," said Greenberg, the greatest three-point shooter (51.6%) in La Salle women's history. "I am even more thrilled that I am coming to Penn. Growing up, my two favorite teams were always La Salle and Penn, and the opportunity to work for one of those basketball programs is very exciting."

Greenberg earned second team All-Big Five honors in her junior and senior seasons. La Salle won three straight Big Five championships and made three NCAA Tournament appearances during her playing days.

"We are very pleased to welcome Kelly to the Penn family," said athletic director Steve Bilsky. "Her talent and success as a Division I coach, as well as her strong ties to the Philadelphia area, made her an ideal candidate for this position."



University President Nicholas A. Giordano, '65 (left) and Dr. John F. Reardon, '59, chairman of the Accounting Department (right), presented Michael A. DeAngelis Awards for outstanding achievements by La Salle University alumni in the accounting profession to James E. Kelly, Jr., '70, chief financial officer, Prime Bancorp (second from left); Rosemary A. Gallagher, '77, CFO, BancBoston Capital, Inc., and John M. Fleming, '70, president of the 8,700-member Greater Philadelphia chapter of the Pennsylvania Institute of Certified Public Accountants. The awards, named in honor of DeAngelis, who taught at La Salle for 34 years before his death in 1981, were presented at the 33rd annual Accounting Awards Banquet on May 6.



Class of 1949

La Salle on the Internet

You can e-mail the Alumni Office at alumni@lasalle.edu. If you would like to learn what's going on at the university, visit our Homepage at www.lasalle.edu.

Communication Is Part Of The Plan

The mission of La Salle University's Planned Giving Department is to assist our alumni and friends in determining and achieving their philanthropic goals by educating them in the benefits and methodology of planned giving, thus increasing the number of planned gifts that are appropriate and beneficial for both our donors and La Salle University.

Who doesn't like to be surprised with a gift? Often it happens just when we need to feel special. Sometimes, when funds are low, a surprise gift comes to the rescue.

Over the years La Salle has been "surprised" on many occasions.

There is one area of gift giving, however, where surprises not only are not recommended, but also can actually defeat the purpose of the gift. That area is planned giving.

A university was notified that it was to receive a gift from the estate of an alumnus for the creation of a research center specializing in a particular type of cancer. Unfortunately, it was not economically feasible for the university to do this. After determining that none of the other local medical centers wished to take on the task, the university petitioned

and received permission from the court to use the funds for general medical research. (Had another institution been willing to create the center, the court would have allowed the gift to be given to that institution.) The entire process was both time consuming and expensive. More importantly, the donor's wishes were not met.

Had he talked to the university beforehand about his intentions, the donor would have learned that it wasn't feasible. He would have had the option of finding an institution that would be willing to do it, or the university could have suggested alternatives.

Sometimes an individual restricts his gift to a particular department or program. If that department or program is subsequently eliminated, the donor can be advised of this, but only if the university knows of his plans.

The most important reason to communicate your intentions to make a planned gift goes back to the mission of the Planned Giving Department. We stand ready to assist you in meeting your philanthropic goals. We will work with you, your attorney, and your financial planner. We can also help you to begin the process of formulating a philanthropic game plan. Consider us another arrow in your financial planning quiver.

To find out more about how we can help you with your philanthropic goals, contact Gregory J. D'Angelo, Director of Planned Giving, at (215) 951-1881.



Are YOU ready for some Football?

Priority Seating

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Support La Salle Athletics

Join the Explorer Club, the umbrella booster organization for all athletic programs. Explorer Club members receive priority consideration for tailgating/parking passes and the best seats in the house.

Support Explorer Kids

Send young fans to an Explorer game. Corporate and individual levels of support are available. Support Project Teamwork and Youth Outreach efforts of La Salle University Athletics. All "Explorer Kids" sponsors will be recognized at the game.

September

- 4 ST. FRANCIS (PA) (Opening Day)
- 11 @ Duquesne
- 18 IONA (Young Alumni Day)

October

- 2 @ Siena
- 9 CANISIUS (Homecoming/Parents' Weekend)
- 16 @ Marist
- 23 Open
- 30 ST. JOHN'S (Youth Day)

November

- 6 ST. PETER'S (Community Day)
- 13 @ Fairfield
- 20 @ Georgetown

Home games in CAPS.
Home games start at 1:00 PM.



For Information
about the Explorer
Club or Explorer Kids,
call 215/951-1606.

For all other
information, contact:
La Salle University
Athletic Ticket Office
1900 West Olney Avenue
Box 80S
Philadelphia, PA 19141
(215) 951-1999

1999 La Salle Football Ticket Application

Season Tickets	Quantity	Price	Total
Adults		\$30.00	
Faculty/Staff/Senior Citizens		25.00	
Children		15.00	

Individual Game Tickets

St. Francis (PA)/Sept. 4 (Opening Day)	Adults	6.00	
	Children	3.00	
Iona/Sept. 18 (Young Alumni Day)	Adults	6.00	
	Children	3.00	
Canisius/Oct. 9 (Homecoming/Parents' Weekend)	Adults	6.00	
	Children	3.00	
St. John's/Oct. 30 (Youth Day)	Adults	6.00	
	Children	3.00	
St. Peter's/Nov. 6 (Community Day)	Adults	6.00	
	Children	3.00	

Reserved Parking

Tailgating will be permitted only in reserved parking areas on South Campus.	40.00 (Season)
	10.00 (Game)

Explorer Kids: ☐ \$250.00 ☐ \$100.00 ☐ \$50.00

Handling Fee 3.00
Total \$

Name

Address

City/State/Zip

Day Phone ()

Eve. ()

Payment

Check payable to La Salle University Visa or MasterCard

Acct. #

Exp. Date

Signature

Full remittance must accompany all orders.

Return Order Form To: La Salle University Football Tickets
1900 West Olney Avenue, Philadelphia, PA 19141-1199

DON'T MISS THE "FAMILY FUN" EVENT OF THE YEAR!

FRIDAY, OCTOBER 8

Blue & Gold Day
Parent/Family Weekend Registration
Call Lori Clarke at (215) 951-1881

SGA/SLO Happening Hour
Men's Soccer vs. St. Bonaventure
"Homecoming Theme" Dinner
Pep Rally

w/all sports, coaches & cheerleaders

Movie Marathon
Coffeehouse
Game Room
Swing Dance

ALL DAY	Union Lobby	3:00 - 7:00 p.m.
	Ballroom	3:00 - 6:00 p.m.
	McCarthy Stadium	3:30 p.m.
	Food Court	5:00 - 7:00 p.m.
	Hayman Center	7:00 - 8:00 p.m.
	Dan Rodden Theater	8:30 - 11:30 p.m.
	Backstage	8:30 - 11:30 p.m.
	Williamson Lounge	8:30 - 11:30 p.m.
	Ballroom	8:30 - 11:30 p.m.

BRING THE FAMILY AND MAKE A DAY OF IT!

Saturday, October 9

Parent/Family Registration Call Lori Clarke at (215) 951-1881
Alumni Fun Run (open to all) Call Rich Kochanski at (215) 951-1535
"Mini-University" Classes Call (215) 951-1015
Carni-Fall RSA/RLO sponsors games, cotton candy, hot dogs and more
Parent/Family-President's Welcome
Tailgating Call Missy at (215) 951-1606 for information & tickets
AA Meeting For information call (215) 951-1355

Lunch

Affinity Receptions

Pre-Game Reception Sponsored by the Alumni Office

HOMECOMING GAME: La Salle vs. Canisius

Call Athletics at (215) 951-1999 for ticket information

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Reception to follow the game

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Homecoming King and Queen to be crowned

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Homecoming Liturgy

Parent/Family President's Dinner

Acoustic Jam with Dave Falcone

Homecoming Semi-Formal

Olney Lobby	9:30 a.m.-Noon
McCarthy Stadium	9:30 - 10:30 a.m.
T.B.A.	10:00 a.m.-Noon
McShain Quad	10:30 a.m.-Noon
Dan Rodden Theater	11:00 a.m.
South Parking	11:00 a.m.-5:00p.m.
De La Salle Chapel	11:00 a.m.-Noon
Concession Stands	11:30 a.m.
Various locations	T.B.A.
Ballroom	Noon - 1:00 p.m.
McCarthy Stadium	1:00 - 4:00 p.m.
Hayman Parking Lot	1:00 - 4:00 p.m.
McCarthy Stadium	1:00 p.m.

Ballroom	Half-time
Ballroom	Half-time
McCarthy Stadium	Half-time
Various locations	T.B.A.
T.B.A.	T.B.A.

Olney Hall 228	After the game
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De La Salle Chapel	5:00 p.m.
Blue & Gold Commons	6:30 p.m.
Dan Rodden Theater	8:30 p.m.
Hayman Center	9:00p.m.- Midnight



Sunday, October 10

Parent/Family Brunch
Jazz Band Concert
Men's Soccer vs. Duquesne
Post-Concert Reception
Fall Honors Convocation
Call (215) 951-1015 for information

Fall Honors Convocation Reception
Degree Recipients' Dinner
Sunday Liturgy

Ballroom	11:00 a.m.-12:30 p.m.
Dan Rodden Theater	12:45 p.m.-1:30 p.m.
McCarthy Stadium	1:00 p.m.
Dunleavy Room	1:30 p.m. - 2:00 p.m.
Tom Gola Arena	3:00 - 4:15 p.m.
Blue and Gold Commons	4:30 - 5:30 p.m.
McShain Suite	5:30 p.m.
De La Salle Chapel	6:30 p.m.

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LA SALLE HOMECOMING '99

OCTOBER 8 - 10



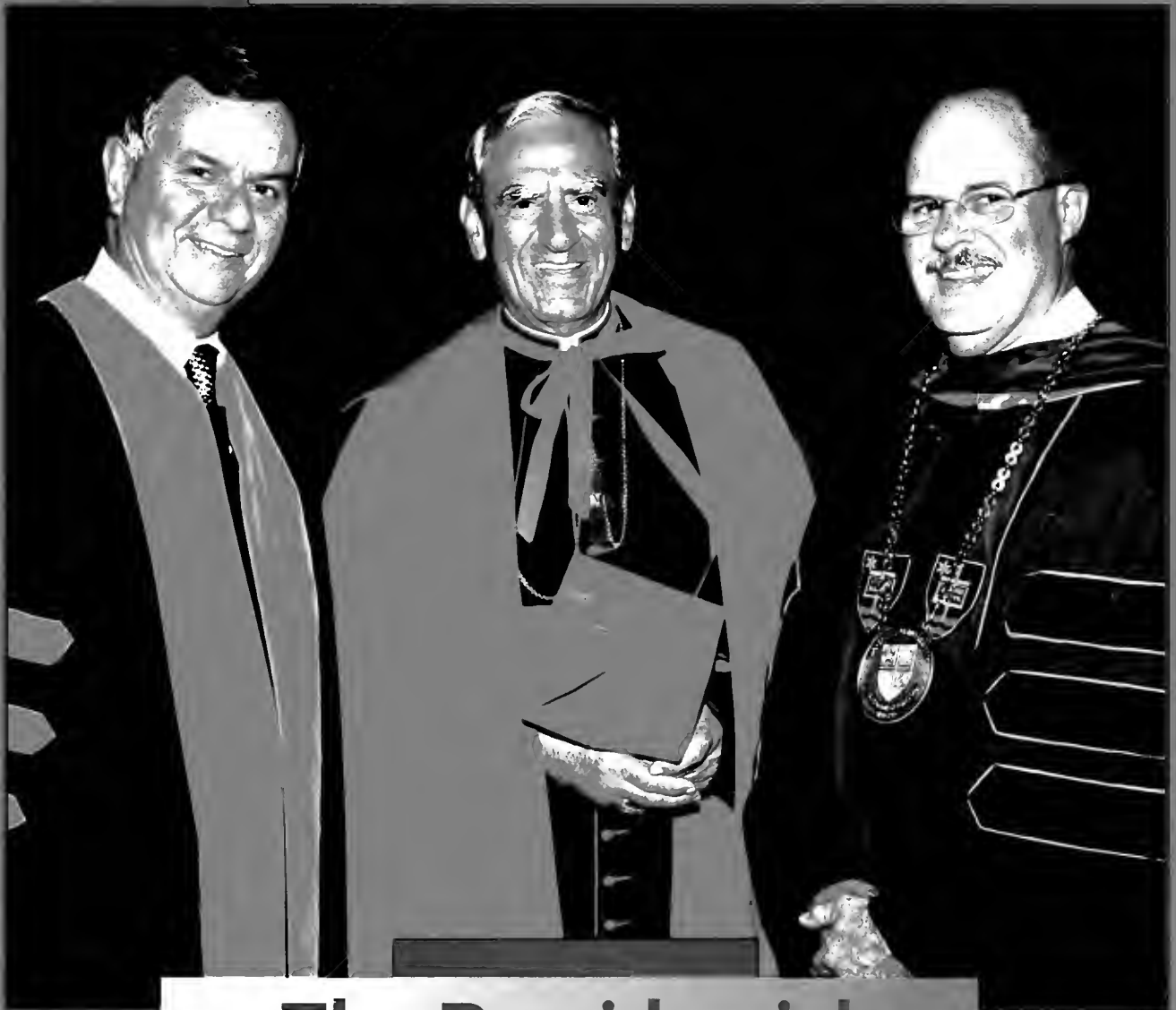
La Salle's 7th Annual Leadership Award



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LA SALLE



**THE PRESIDENTIAL
INAUGURATION**

LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE

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FRONT COVER (Photo by Kelly & Massa): La Salle's new President, Brother Michael McGinniss, poses with Anthony Cardinal Bevilacqua and John J. Shea prior to his inauguration.

BACK COVER (Photo by Kelly & Massa): Brother McGinniss (left) joins his predecessors who attended the inauguration. They included Nicholas A. Giordano (second from left), Brothers Joseph Burke, Patrick Ellis, and Daniel Burke and Dr. Michael Duzy (right).

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INAUGURATED AS THE UNIVERSITY'S 28th PRESIDENT

By Robert S. Lyons, Jr., '61 NOV 29 1999



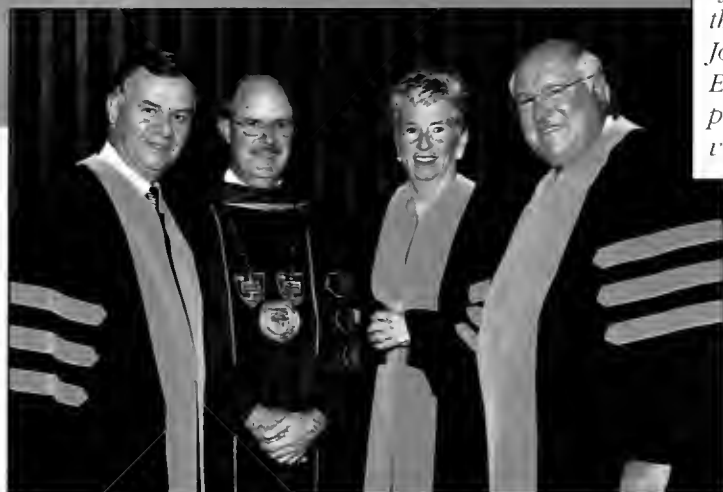
Brother McGinniss acknowledges applause from well-wishers as Anthony Cardinal Bevilacqua watches.

Urging La Salle's new president to "take advantage of this opportunity, grab it, and cherish your responsibility," John J. Shea, '59, chairman of the University's Board of Trustees, invested Brother Michael J. McGinniss, F.S.C., Ph.D., '70, as the University's 28th chief executive in colorful Inauguration ceremonies in the Tom Gola Arena on Friday afternoon, Sept. 24.

Shea, who presented Brother Michael with the symbols of the office—the University mace and presidential medallion, was assisted by fellow trustees, former president Nicholas A. Giordano, '65, and Eileen Slawek. Earlier during his welcoming remarks, Shea said that he was "just astonished by the turnout" of more than 2,000 distinguished guests, faculty, staff, alumni, students, and friends.

Included among the well-wishers were Anthony Cardinal Bevilacqua, Archbishop of Philadelphia, who delivered the invocation, and scores of presidents of colleges and universities from throughout the nation—including presidents of five other Christian Brothers colleges in the United States. "I think your presence here says it all for Brother Michael and the University," added Shea. "It says that the good times are about to roll."

In his Inaugural Address, which was preceded by prolonged thunderous applause, Brother Michael focused on three recent events that he called "essentially characteristic of La Salle"—the recent opening of a new branch of its Neighborhood Nursing Center, a meeting of a faculty/student advisory board (Integrated Science, Business and Technology) that is developing a new interdisciplinary program "that will produce



Brother McGinniss is joined by members of the University's Board of Trustees who participated in the inauguration ceremonies: John J. Shea (left), chairman; Eileen H. Slawek, and past president Nicholas A. Giordano, vice chairman.

such relationships "the best of the characteristics" about La Salle, Brother Michael added: "It's the air in which live. It's the air we breathe. Without that attention to relationships, this community would be profoundly different. That's what makes La Salle distinctive. That's the air we breathe. That's the core, I believe, of the success of this University since 1863 and it will remain the foundation of this University's success going into the future."

graduates who are literate scientists and who are sophisticated about technology and savvy about the skills required in management," and the University's annual Branch Out Day devoted to community service.

"All three of these events tell us something that is profoundly important about the kind of intellectual and spiritual home that La Salle provides," Brother Michael explained. "Each of these things says something about the way we at La Salle envision education. All three say that education is about making a living and making a life. But education is not solely about making a life for yourself. It's also about making it possible for others to have a better life. Furthermore, a La Salle University education is responsive to the particular challenges of one's time and place in history. Those three characteristics, I believe, are the underpinning of everything that takes place in this University. They are essential to who we are. They are essential to what we will continue to be in the 21st century."

Emphasizing the priority that La Salle places on the relationship between student and teacher, colleagues and administrators, Brother Michael described recent discussions with three young graduates who were being considered for the "Young Trustee" seat on the University's Board of Trustees. "Each one said that the thing that is most valuable about La Salle is that their teachers knew them by name and were willing to become their friend."

Adding that he personally considers the priority on

Following a procession from Olney Hall on the main campus to Hayman Hall, the Inauguration ceremony began with "Greetings" to La Salle's new president being extended by church, educational, and government leaders.

Msgr. Phillip J. Cribben, secretary for Catholic education for the Archdiocese of Philadelphia, acknowledged the numerous contributions of the Christian Brothers to the growth of Catholic education in Philadelphia and the "remarkable growth" of La Salle University. "We also need to reflect upon the special challenges that face the Catholic university today as it seeks to promote the message of the gospel in a society that has become increasingly self-centered, secular, and materialistic. As you face those challenges, Brother Michael, we pledge to you our prayerful support and our good wishes."

Dr. Don L. Francis, president of the Association of Independent Colleges and Universities of Pennsylvania, said that although the word has become trivialized, he could easily imagine a young La Salle alumnus, perhaps one of Brother McGinniss' former students, upon hearing that his former teacher was returning as president, saying *awesome!* "Indeed, *awesome* is the appropriate word, but not only in the way the alumnus meant it," Dr. Francis explained. "*Awesome*, however, is the field of higher education that Brother McGinniss has given his life to. Not only do those who labor in this endeavor enjoy the opportunity to teach young people, but they also have the opportunity to constantly learn and study. And they carry the *awesome* responsibility for discovering new knowledge to advance human understanding."

Members of Brother McGinniss's family who attended the inauguration included (from right to left): his mother, Mrs. Helen Burke; his sister, Mrs. Nellie Kiesel; two of her children, Kevin and Mary, and her husband, Jerry.



"Awesome also applies to the role that independent higher education plays in American higher education. I contend that American colleges and universities are considered the finest in the world because we have a strong independent sector to compete with the public sector. Independent higher education offers a diversity of educational experiences to students. We provide the flavor to American higher education and we are constantly working to find ways to improve the quality."

Then referring to the *awesome* history of La Salle University, Dr. Francis added that Brother McGinniss will "direct a university that has played a pivotal role in the health and vitality of Philadelphia for over 130 years and one that is special to the hearts of thousands who have been touched by this school's mission of providing a value-based education focused on meeting individual needs."

Philadelphia city councilwoman Donna Reed Miller, who represents La Salle's district, called the University "one of the great civic treasures of our region" and praised Brother McGinniss as an example of its "proud legacy of excellence and innovation in teaching." She lauded La Salle's 40,000 alumni "who play an indispensable role in the success of our key businesses, cultural, and civic organizations, educational institutions, and branches of government."

James Gaffney, F.S.C., president of Lewis University and a member of La Salle's Board of Trustees, delivered the inauguration address and described Brother McGinniss as a leader "who personally embodies and whole-heartedly embraces the very best from your heritage and your collective vision."

Adding that a "new moment has arrived as this distinguished institution crosses over the millennial marker," Brother Gaffney explained how La Salle is "straight-forwardly charting a course that is ambitious, purposeful, and entirely consistent" with the University's Catholic and Lasallian tradition. "At the same time, however, there is also the realization that circumstances are not as they were a decade ago, not to mention 20, 40, or 100 years earlier in La Salle's remarkable history. Not unexpectedly, challenges abound and some of them seem at times to be daunting. However, the particular challenges facing La Salle University are hardly unique to this excellent institution nor do they appear to be beyond your shared capacity to understand, strategize over, and finally transform into positive new initiatives. In truth, this is already occurring."

In his Call to Service, Benedict Oliver, F.S.C., provincial of the Baltimore District of the Christian Brothers, explained that for 320 years, Christian Brothers institutions have "proudly affirmed their Catholic heritage and their fidelity to the Church. This school, like all Lasallian schools has based its philosophy and mission upon the gospel of Jesus Christ and the educational principles of St. John Baptist de La Salle."

Since Brother McGinniss has returned to his campus, added Brother Oliver, "he has already in several instances made clear that the gospel values must guide the university community to respond to every situation. Under his leadership we expect a continued commitment to the best traditions of this Catholic, Lasallian university."

Msgr. Francis W. Beach, regional vicar of Philadelphia-North, also delivering a "Call to Service, urged Brother McGinniss "to remain constant and faithful to the ideals of human dignity, peace, and justice as you serve the La Salle University community as its president."

Dr. Marjorie M. Heinzer, R.N., associate professor of nursing and



Among the dignitaries saluting Brother McGinniss at his inauguration were (clockwise from top right): Provincial Brother Benedict Oliver, Association of Independent Colleges president Don Francis, Philadelphia City Councilwoman Donna Miller, Alumni Association president Charles Quattrone, La Salle Faculty Senate president Marjorie Heinzer, and Students' Government Association president Megan Barnett (center).

president of La Salle's Faculty Senate, called on La Salle's new president "to remain conscious of and faithful to the ideal of the free search for truth at the service of preparing our students. We prepare these students for informed service and progressive leadership....As teachers, scholars, professionals and, indeed, learners, ourselves, we hold integrity, justice, respect, and fairness as values critical to the education of our students. We share in the La Salle commitment to the neighborhood, its people, and its resources."

As president of La Salle's Alumni Association and a member of its Parents' Association, Charles J. Quattrone, Jr., '72, told Brother McGinniss that the University's alumni "entrust our beloved alma mater to your skill and guidance. As parents we entrust our most precious gift—our children—to your love and care." Quattrone expressed confidence to La Salle's new president that "your fine example will have a profound, rewarding, and lasting impact" on both alumni and students.

"It's difficult to articulate how much Brother Michael has already personally touched this campus," said Megan Barnett, president of the University's Students' Government Association, in her Call to Service. "I guess that it is something that we as students just sort of feel. It's not just that you see him strolling around the Food Court meeting our students between classes, but it's the humble example that he has led by over the past several weeks in a successful attempt to embrace each and every one of us. So, Brother Michael, because we've seen you among us, we've come to hold you in high esteem and respect you because you're willing to roll up your sleeves and work along side of us giving fresh foundation to our Lasallian neighborhood."

He Took the Long Way Home

A Profile of Brother Michael McGinniss, Our 28th President

By John J. Keenan, '52

He's a kid from the neighborhood, born and raised in Olney in St Helena's parish, and a graduate of La Salle High School in 1965. But he's also an experienced (and highly successful) university president, a scholar in theology who served as executive secretary of the Catholic Theological Society, and a Lindback Award-winning teacher. It has taken Brother Michael McGinniss a while, but now he has found his way home to La Salle, the school from which he was graduated maxima cum laude in 1970.

Now he is sitting in the President's "working office," a small room with a soaring cathedral ceiling that lies tucked away in the rear of the historic Peale House. He is still unpacking cardboard boxes he moved from his previous presidential office in Memphis. He greets an old friend and former professor warmly, offering the interviewer the use of his desk for note-taking and taping purposes.

In some ways he appears not to have changed from his student days, now thirty years past. The hair is a bit thinner on top, and the mustache is threaded with gray, but the warm Irish smile, the hazel eyes, and the clear skin have not changed. He talks enthusiastically, laughs easily, and appears to be already comfortable amid his new surroundings in his old academic home.

His roots are firmly in Philadelphia and at the Jersey Shore. Brother Jerry Fitzgerald of the Accounting Department remembers him from the time when they were both five years old and they forged a summer friendship on the beaches of Avalon. "Even then he was an Explorer," laughs Brother Jerry. "He organized and led our explorations of the 'big mountains,' the forbidding high dunes of Avalon. Mike has always been a bright, thoughtful, and compassionate person. In grade school I worried that I could never get as many A's as Mike, and my mother never tired of working Mike's accomplishments into summer conversations when I was within earshot. Our parallel paths continued over the years. We even entered the Brothers at the same time, though neither of us knew the other had applied. Since that time we have grown in our friendship and in our vocation."



Brother Michael's early memories of La Salle go back to his Olney childhood. His aunt used to take him for a ride on the Route 26 trolley, which rattled and rolled up Olney Avenue, drowning out some of Dr. Holroyd's best lines as it passed his lecture hall in College Hall 214. "That's La Salle College," his aunt said. "Maybe someday you'll be student there." "I nodded dutifully," Brother Michael says, "but I think I was actually more impressed at the time by the motorman, who controlled the old wooden trolley with a swing of the hand throttle." Back home, his parents were thinking he might possibly wear the blue and gold, not of La Salle but of Notre Dame someday. He did, as a matter of fact, but once again he took the long way around. After graduating as an English major from LaSalle in 1970, he

visited Notre Dame to explore the pastoral theology program and "fell in love with the place." He did his graduate work at South Bend, earning an M.A. in 1978 and a Ph.D. in 1981.

His choice of La Salle for his undergraduate work was really made for him when he entered the Christian Brothers at age 17, shortly after graduation from La Salle High. He remembers being particularly influenced by some of the Brothers who taught him at the high school, especially Brother James Muldoon, the late Dean of Arts & Science here, and Brother Carl Clayton, who is now at the University of Bethlehem. His desire to teach someday, along with his fondness for literature, was kindled by his gifted English teacher, Gerry Tremblay, who also taught in the Evening Division at La Salle for many years.

Thinking back to his undergraduate years, he remembers with pleasure how both Brothers and lay teachers lived out the La Sallian tradition of interacting with students as individual persons. "Charles Kelly introduced me in Freshman Composition to the importance of using language precisely, and Brother Daniel Burke reinforced the habit in his literary criticism course. Claude Koch showed me how the poet struggles to find the right words. Jack Seydow taught me to sweat the details in writing. Father Regis Ryan was an inspiration during the days of political upheaval in the '60s. But mostly, I remember going to the houses of faculty members like Jack Seydow's and John Keenan's, meeting their families, and being welcomed both as a student and friend. Mike McGinniss. I have always tried to be that kind of teacher."

His teaching won him a Lindback Award for Distinguished Teaching in 1992, and both his departmental colleagues and his former students speak glowingly of his warmth, his wit, his compassion and his insight. Kim Dorazio, '93, a Fulbright Fellow now studying in China, is like many other students in that she



has stayed in contact with "Brother Mike" over the years because "I really liked the way he related to his students both intellectually and personally." "He loves to teach and would not let anything interfere with his classes," said a colleague from his recent years in Memphis.

"Mike represents the essence of a faculty member. While he teaches, it is equally important to him to keep on learning," says Walt Schubert, Professor of Finance, who was a guest in some of Brother's classes. "They were stimulating classes," Walt remembers. "He had a gift for generating debate among the students; he allowed students to voice their opinions and he showed great respect for them."

Early in his graduate career at Notre Dame, he met and became friends with Father Don Mc Neill, a name familiar to old timers, who remember his father as host of the long-running radio program, The Breakfast Club. Father McNeil saw in him the makings of a theology teacher and scholar rather than a counselor, and Brother Michael emphasized his theological interests within the confines of his program. "My timing was great. I found himself becoming a friend and colleague to many of the 'movers and shakers' among the younger generation of theologians." Being elected to the Board of the Catholic Theological Society allowed him to be on the cutting edge of discussion and research.

He taught theology at the Washington Theological Union from 1979 to 1984, becoming a colleague of some of the leading Protestant and Catholic theological scholars. He returned to the Religion Department at La Salle as an Assistant Professor in 1984, spending several summers as Visiting Instructor in the Institute of Pastoral Studies at Loyola of Chicago. In 1993 he was promoted to the rank of Professor of Religion. He served as the Department Chair from 1991 to 1994.

In 1994 he left La Salle to become President of Christian Brothers University in Memphis, Tennessee. In the preceding two years he had been under consideration for Dean of Arts & Sciences, Provost,



and President, only to see each of these positions go to other candidates. He had to have been disappointed. But he looks back on it now as a time of testing. "You learn in the testing," he says. "I learned that I could commit to applying for a position and still be a team player if I did not get it. Some may have thought that I always was successful, that everything went my way; they just don't know about the things that didn't. Learning how to accept disappointment when not achieving a goal has made me a better person.

"At CBU I learned that I actually could do the job of being a university president. Before that, I just thought I could. Doing the job brought home to me the importance of the personal touch—of getting to know the people I worked with personally. People need to know that the President cares; it means a lot, even when there are inevitable differences of opinion about the right course of action. I came to understand better the differing


viewpoints of faculty and administration with regard to university governance. I thought I knew how to listen, but I think I improved my listening skills. Being a president taught me about the limitations of the job as well. A president can do only so much. His ability to project the image of the institution depends on everyone else in the community as well."

Mark Smith is Vice President for Academic Affairs at Christian Brothers University. In the five years that he served under Brother Michael, he formed a few strong impressions of the man, which he summed up for me in these observations:

- "His bottom line was always 'What would be best for the students?' In all of our many planning, budgeting, or problem-solving sessions, he always focused upon what would be the right thing for the students.
- "He loves to teach and would not let anything interfere with his classes. He takes great pleasure in being around students.

- "Brother always challenged us to improve, to re-examine what we had done before so that we could do it better the next time.
- "He has a great eye for detail, from written communications right down to food preparation and types of bagels. I poked fun at him for his attention to detail; it was one of the things we could laugh about even when times were stressful."
- "Brother Michael was always mission-focused and he helped us improve the way we live our La Sallian mission. Because of him I am a better educator and administrator."

"Of course there are real differences between CBU and La Salle," Brother Michael pointed out. "CBU is 128 years old in its charter, but it has existed as a four-year college in its present form only since the 1950s. There are about 1900 students, so it's much smaller than La Salle. It does not have the vast alumni base that La Salle has. It does have a great



tradition as a Brothers' school however. The Christian Brothers are the largest Catholic religious order in Memphis, and they have a great deal of prestige in the community because they operate the most respected Catholic institutions. All of this history enhanced my own sense of tradition and pride in the continuity of the Brothers' teaching mission."

Christian Brothers University may have been a bit smaller, but the tasks facing the President are similar in most universities. And Brother Michael proved up to the challenges. Nick Scully, CBU's Vice President for Advancement and Student Affairs, worked closely with him during the past five years, especially in the important job of fund raising. "Annual giving doubled during his administration," Nick told me. "He is just so good with people in one-on-one situations. He can talk to anybody about his or her interests since his own are so broad. And he can do it in French or Spanish if the need arises! Music, opera, sports, food, theology, current events—he can talk with you knowledgeably about anything from the trivial to the profound. His memory is one of his great assets. I think he knew every resident student on campus on a first-name basis. His rapport with people extended to the trustees, administrators, faculty, students, and staff—in fact to anyone he met in Memphis from the Mayor on down. And Memphis was not his home town, as Philadelphia is."

Not only is Brother Michael a hometown boy and an alumnus, but he is also the first La Salle president to have actually had on-the-job experience as president of another four-year university. He knows what it is like to look at university problems from different viewpoints, having been a student, a faculty member, a department chairman, and a board member as Vice President of the Corporation. Every president has to deal with conflicting constituencies, and Brother Michael is ready. "You have to listen," he says. "Each has a valid viewpoint from his or her own perspective. Everybody deserves to have the President listen and pay attention. But of course

you can't please everybody. You have to set priorities consistent with the vision of where you want to go. It is important for the President to articulate the concerns of the various constituencies, even when they appear to be irreconcilable. The President has to be able to recognize when a proposal or position is irreconcilable with our overall direction as an institution."

Somehow he will have to find the time to listen to all of these differing points of view. How? Nick Scully, his friend and colleague from CBU, says Brother Michael is a master of details, especially time management. "I remember we were planning a huge event honoring the 125th anniversary of the Brothers in Memphis. We envisioned a big parade in the morning and a Mass that afternoon. 'What time will the Mass be, one or one-thirty?' he asked me. This was only nine months before the event! And his attention to detail extends to food. The man is a food snob! A bagel with raisins is not a bagel. Hazelnut coffee is not real coffee. I think he can tell whether the olive oil is extra virgin or merely virgin. The man pursues perfection in everything he does." Nick Scully was really talking about how much he will miss laughing with his old friend over a plate of dry ribs at the Rendezvous or introducing him to the glories of the grits croutons at the Grove Grill.

Our conversation turned to Brother Michael's plans for the future. He does not foresee any sharp changes in the overall direction of the University. "I believe the combination of a liberal arts core and a professional preparation is as valuable today as it ever has been. Like any community, the University must feel that it is going somewhere positive. The President's job is to show that it is exciting and energizing to pursue a future grounded in the liberal arts and in our professional programs. We can combine daringly contemporary programs while sharpening up the liberal arts curriculum, trying to make it a more potent experience, one more conversant with the complexity of being a 21st century person. We have a mission that is meaningful. We are trying to do both our liberal arts and professional preparation better. In this we are drawing upon the traditional strengths of this University. St. La Salle wanted people to improve their lives, and so does La Salle University."

Having been away from the campus for the past five years, Brother Michael noted that the University is in a transition. "We were accustomed here to stability in leadership positions until recent years," he notes. "And suddenly we have had many retirements, reorganizations, and changes in key positions. One of my secretaries told me she has worked under three presidents, although she has been on the job only 18 months! Combined with the internal changes of retirements, buyouts, and administrative changes, the pressure to maintain enrollment has made many people on campus a bit edgy. That's understandable. The challenge of change is to provide and maintain excellence. I want as much stability as possible, but I know also that change is imperative, a necessity in a living, growing organism like a University."

Has being away from the campus during some of the years of extensive change given him perspective on the University's strengths and weaknesses? "I see our greatest strength in the way faculty members relate to students, valuing the individual growth of each person. In our curriculum planning, we have also shown the ability to adapt our core curriculum consistent with professional horizons.

"I think there are some things we could do better. We have not always been willing to promote our own image so that the larger community knows just how good a job we are doing. I would like to see more of a working partnership with alumni; in many alumni gatherings I have attended there is great interest in such partnering. All in all, we have to have better outreach to our alumni and our friends. And of course,



Brother McGinniss spent part of his inauguration weekend joining hundreds of other members of the University community participating in La Salle's annual Branch Out Day volunteer activities.

there is always the need to raise more money to allow us to do the things we want to do."

"Brother Mike is well-suited for these rather trying times," in the opinion of Walt Schubert, who has known him well since they both joined the faculty about the same time. "I think he can marry the job of being both a fund raiser and an on-campus leader. I have known him for a long time. He works creatively and tirelessly. Like everyone else, I have certain hopes. I hope he will lead us into a more collegial environment. I would like to see him follow the lead of Nick Giordano in expanding the role of faculty in helping to analyze issues for the University. We have a wealth of talent. Let's use these people to help design things that work for the University."

"I have worked closely with Brother Michael," says Dr. Mark Smith of CBU, "and I am very confident that he will do a superb job as President of La Salle University." Those who know him best agree. "Mike's a man of class, style, and dignity," says Brother Jerry Fitzgerald, "and he is loaded with the energy needed to tackle the challenges of a new century."

"He has the best qualities of a Brother and a University President," Walt Schubert believes. "He is kind and careful about the strong beliefs of others, but he also recognizes that hard decisions need to be made. I think Mike will make his decisions based on the best information, analysis, and opinions available."

Those of us who love La Salle can ask nothing more.

Mr. Keenan is an emeritus professor of English at the University and a frequent contributor to LA SALLE.

A Gallery of Past La Salle Presidents

Brother Michael McGinniss is the 28th President of La Salle and succeeds a distinguished group of chief executives whose terms of service ranged in longevity from the few months served by Dominic Luke Doyle in 1945 to 15 years by Patrick Ellis from 1977 to 1992.

The first 12 La Salle Presidents were born outside the United States (included 5 Irishmen and 3 Canadians). The first American was Denis Edward, a native Philadelphian. The only lay person to serve in the office was Nicholas Giordano.



Teliow Fackeldey, F.S.C.
1863



Romuald Lentz, F.S.C.
1878-1883



Abdas J. Comerford, F.S.C.
1903-1911



Denis Edward Yourgens,
F.S.C.
1911-1917



Clementian Muth,
F.S.C.
1883-1885



Fabrician Pellerin,
F.S.C.
1885-1887



G. Lucian McGurk,
F.S.C.
1922-1925



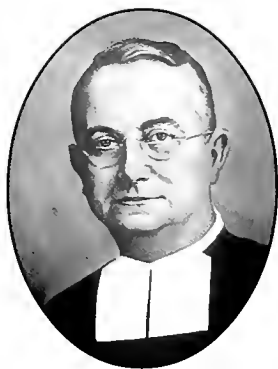
Noah Curran, F.S.C.
1872-1875



Isidore J. McEntee,
F.S.C.
1887-1889
1890-1900



E. Richard Ring,
F.S.C.
1917-1922



**Dorotheus L. Carroll, F.S.C.
1925-1928**



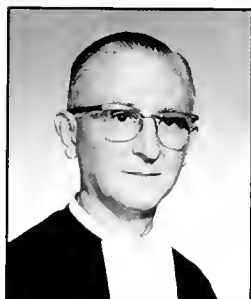
**Dominic Luke Doyle, F.S.C.
1945**



**Daniel W. Burke, F.S.C.
1969-1976**



**E. Alfred Kelly,
F.S.C.
1928-1932**



**G. Paul Sprissler, F.S.C.
1945-1952**



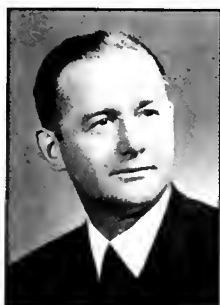
**Patrick Ellis,
F.S.C.
1977-1992**



**Nicholas A. Giordano
1998-1999**



**E. Anselm Murphy, F.S.C.
1932-1941**



**E. Stanislaus Duzy,
F.S.C.
1952-1958**



**Joseph F. Burke,
F.S.C.
1992-1998**

PHOTO UNAVAILABLE

**Oliver Daly, F.S.C.
1863-1872**

**Joachim Callaghan
1875-1876**

**Stephen Gosselin, F.S.C.
1876-1878**

**Abraham Cusack, F.S.C.
1889-1890**

**Wolfred Mulvena, F.S.C.
1900-1903**

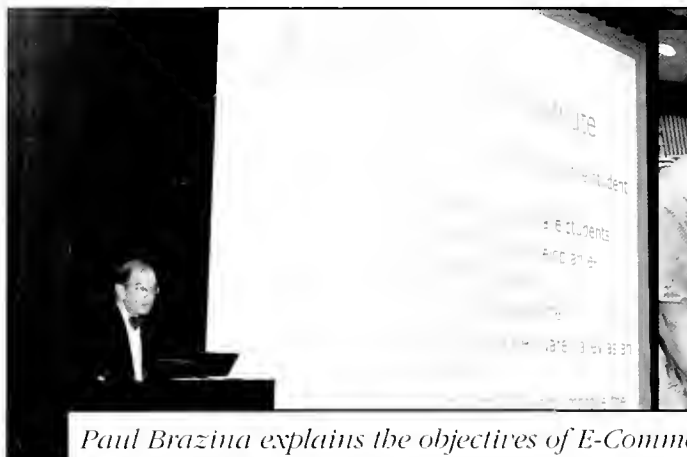


**Emilian James Flynn, F.S.C.
1941-1945**



**Daniel Bernian Kelly, F.S.C.
1958-1969**

University's New E-Commerce Institute Helps Give La Salle Students Upper Hand



Paul Brazina explains the objectives of E-Commerce at a general informational meeting on campus and then discusses the program with La Salle students.



At job fairs, college seniors try to sell themselves to prospective employers about who they are and what they can do. But the companies hold the cards; they have the jobs. Last month, Keith Fencel, a La Salle University student, found himself holding an ace in the hole.

While talking about himself and what he was doing, the employers were fascinated by Fencel's work with La Salle's new E-Commerce Institute, a program where any student at La Salle, regardless of major, can get a working knowledge of electronic business.

"They were very, very excited about it," said Fencel, a management and information systems major from Mt. Laurel, N.J. "The whole conversation changed when I began telling them about the institute. They couldn't hear enough about it."

Only last summer was the institute an idea from Paul Brazina, a professor of accounting at La Salle. But by September the idea was a full-fledged program, with more than 300 students involved. While not a degree program, students who complete required work will graduate as E-Commerce Fellows from the Institute. And unlike other e-commerce programs, any student can become a fellow.

"We want this to be as applicable to nursing and liberal arts students as it is to business students," said Brazina, who is the Institute's executive director.

"E-commerce is already a big part of the economy and it's growing. Everyone, not just business people, is going to have to know how to deal with it," said Brazina. "Online services and information are exploding, and people in all walks of life are going to need to understand how electronic commerce works. This expertise has an important impact on our students, businesses and community. At this point, providing students

with a working knowledge of e-commerce has not kept up with demands from the job market."

Non-business majors can benefit from becoming a Fellow, says Brazina, because "they'll have an opportunity to integrate technology, arts and science and business while a student at La Salle. It's an opportunity to enhance credentials for graduate school or the workforce. I don't want anyone in the Institute to change their major. I encourage them to keep their arts and science or nursing or communications background. This is a chance for them to acquire knowledge outside the traditional classroom setting."

To become a Fellow, students must complete either approved courses that deal with e-commerce, or lectures by industry experts in e-commerce. Students will submit a research paper and complete 40 hours of professional activity related to e-commerce, which can include a co-op job or internship, consulting to a business on e-commerce matters, or participation in professional e-commerce seminars and conventions.

Fencel has already completed his professional work experience requirement. This past summer he worked on the Mayor of Philadelphia's Telecommunications Policy Advisory Committee.

Brazina has been a member of La Salle's faculty since 1974 and is recipient of the Lindback Award for distinguished teaching. He previously worked for Price Waterhouse and Co. and Coopers & Lybrand. In addition to his La Salle activities, he has been the chief financial officer of National Media Corporation and the founding partner of Direct American Corporation, firms that deal with direct marketing services and TV "infomercial" productions.

—Jon Caroulis

Organizational Dynamics Degree at Bucks County Center Combines the Best of Business and Liberal Arts

La Salle University Bucks County Center's newest degree completion program could be one of the most effective ways for adults in the workforce to finish their college degrees – and move ahead on the job.

Organizational Dynamics is a combination of theoretical principles from the liberal arts and business traditions, designed for professionals who already have liberal arts credits, but want to include key business courses in their education.

"This degree is perfect for liberal arts students who want to have some exposure to business for a variety of reasons," said Judith Stull, director of the Organizational Dynamics Program. One example would be an art student who works in a museum. That student could suddenly find him or herself dealing with both art and business. "Organizational Dynamics enables a student to better function in a business setting."

The degree takes a new twist on business. "Because it's social sciences-based, there's an attempt to bring seemingly different subjects – social science, humanities, ethics and business – into a coherent whole," Stull said. It's that broad background that gives the program its strength. Students not only learn how to deal with trends and figures, but also with people and issues.

Organizational Dynamics students will acquire the concepts and skills needed to adjust to a rapidly changing organizational setting, whether in private industry, government or the non-profit sector. One of the goals is to teach students to be more productive both personally and in group settings.

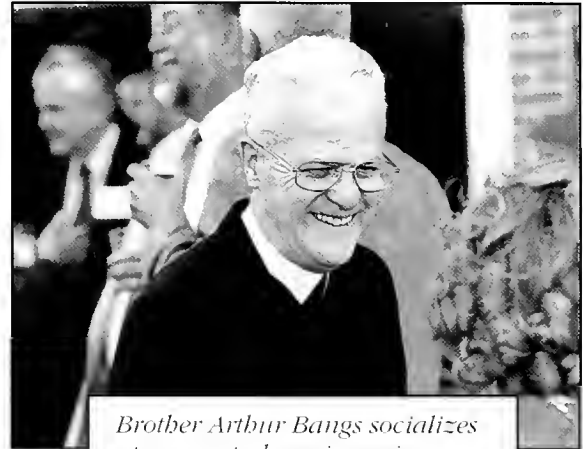
In keeping with La Salle's commitment to adult learners, all courses are held on Saturdays at the Newtown, Pa., campus for the convenience of working professionals.

Students must have completed a minimum of 30 college credits (at La Salle or elsewhere) before being accepted. Because the program was created for working people, students can gain some college credit for proven professional experience. Flexible formats, such as on-line learning and accelerated courses, are under development.

Required courses in Organizational Dynamics include: Sociology, Management, Industrial Psychology, Complex Organizations, Principles of Accounting, Statistics, Professional Writing, Communication Skills, Management Information Systems, Financial Markets and Institutions, and Organizational Behavior.

—Maureen Piche

Arthur Bangs Celebrates Golden Jubilee as a De La Salle Christian Brother



Brother Arthur Bangs socializes at a recent alumni reunion.

Brother Arthur Bangs, F.S.C., Ph.D., '53, '54 MA, assistant director of the University's Counseling Center, celebrated his 50th anniversary as a De La Salle Christian Brother, on Oct. 16. A Mass of Thanksgiving celebrated by Rev. Alvin Black, O.F.M., in the De La Salle Chapel was followed by a reception and dinner on campus.

Brother Arthur received the religious habit of the Brothers and the name of Brother Daniel Richard at Ammendale, Md., on Sept. 7, 1949. He professed final vows on Aug. 17, 1957 at Ocean City, N.J.

Brother Arthur, who is also an associate professor of education, has spent 30 years at La Salle. He was director of the American College Program at the University of Fribourg, Switzerland from 1979-1982. There he directed the programs and coordinated living arrangements for nearly 300 students from La Salle and 30 other U.S. colleges and universities. His greatest satisfaction, he says, is "working with young people in any capacity."

Reflecting on his half-century of dedication as a Christian Brother in Catholic education, he said, "Teaching and counseling seem more rewarding to me now than ever before." When asked what his greatest blessing in life was, without hesitation he answered, "my family."

Brother Bangs, who majored in classics as an undergraduate and earned his master's degree in theology at La Salle, also received a master's degree in classics at the University of Pittsburgh, as well as a master's degree and a doctorate in counseling from The Catholic University of America.

A licensed psychologist, he has also taught at Pittsburgh Central Catholic High School, Dennis J. O'Connell High School, Arlington, Va., St. John's College High School, Washington, D.C., and The Catholic University of America. His varied interests include foreign languages, music (he plays four instruments), travel, and athletics.

New ISBT program trains future managers of technology

La Salle University is offering a new program for students who want to manage technology in the 21st century: Integrated Science, Business and Technology (ISBT) will provide students with a core of scientific knowledge integrated with a business curriculum.

ISBT students also study the political, social and ethical consequences of how new products and businesses affect society. This program will begin in the fall of 2000.

"Work is structured very differently in organizations today than it was 10 years ago," says Dr. Richard Nigro, La Salle's provost. "Workers are going to have to be able to change to meet the demands of this new workforce. ISBT is ideal because it bridges the scientific, economic and cultural aspects of work."

Dr. Nancy Jones, director of ISBT, says students will be able to concentrate in such fields as computing, energy, environment and bio-technology. These areas have the potential to attract students to ISBT who may not otherwise have opted for careers in science.

"La Salle is ideally suited to undertake this initiative both because of its tradition of excellence in science and business education and its location in the Philadelphia and Mid-Atlantic region, an area of technological growth and need," says Jones.

Instead of taking courses in calculus or physics, students will study how calculus is used in solving real-world problems. The same approach will be used in teaching other sciences and technology subjects.

"They'll learn science within the context of problem-solving and learn their science contextually, not sitting in rows in a classroom behaving like stenographers," says Nigro.

For more than two years, Nigro and other La Salle personnel have been developing the ISBT program, modeled after a program at James Madison University but containing a higher concentration of business courses in its curriculum.

One aim of ISBT is to train managers who'll bridge the worlds of science and technology in industry with financial segments of a corporation. Students in the ISBT program will also gain extensive experience in team-building and will be involved in internships and mentoring programs.

Nigro says that higher education needs to be "market-oriented" in its course offerings and degree programs, listening to the needs of business and industry leaders. More than 20 business and industry personnel were asked to serve on the program's advisory board, and were instrumental in devising the course content and criteria.

"We created a curriculum from the outside in, not the inside out," Nigro says.

This approach follows the historical mission that La Salle and other schools operated by the Christian Brothers, a Catholic teaching order, have embraced for more than three centuries. He says, "A Christian Brothers' education has always focused on breadth and depth and has a practical side to it. The Brothers always responded to society's needs."

La Salle on the Internet

You can e-mail the Alumni Office at alumni@lasalle.edu. If you would like to learn what's going on at the university, visit our Homepage at www.lasalle.edu.



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WE'RE NUMBER 1

(In Some Cases)!

La Salle is one of the nation's leading institutions producing graduates who later earn doctoral degrees

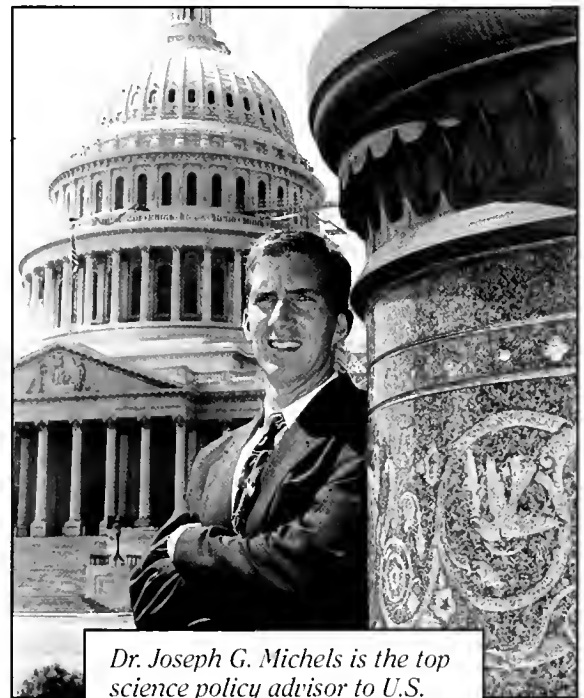
By Robert S. Lyons, Jr. '61

When Joseph G. Michels, D. Phil., '86, was pursuing his doctorate at Oxford, his classmates frequently inquired about his academic background. "They would say something like 'I guess that you got your degree in physics from Yale,'" recalls Michels. "And I'd say, 'No.' There'd be a pause and they'd say, 'Well, from Harvard, then?' 'No,' I'd reply. 'Well, surely from Princeton?' And again I'd say, 'No.' And then there'd be a long, uncomfortable pause and they'd say, 'well, where did you go?' La Salle University in Philadelphia, I'd tell them, which, being British, they wouldn't have heard of. For me, I took a certain amount of pleasure in not having come from one of the established institutions and having succeeded at the very top levels. I was helped considerably by the intangibles that you get at La Salle with its solid liberal arts education."

It appears that Dr. Michels, a rocket scientist who is now the top science policy adviser to United States Senator Richard G. Lugar (R-Indiana) in Washington, has plenty of company. Over the past 30 years or so La Salle University has quietly but emphatically established itself as one of the nation's premier producers of men and women who later earned doctoral degrees.

According to the most recent rankings published in January, 1998, by Franklin and Marshall College of four-year private institutions for the period from 1920 to 1995, La Salle did exceptionally well as a baccalaureate origin of doctoral recipients. Listed along with 252 other "Master's Degree Granting Institutions," La Salle was ranked seventh in the nation in all disciplines with 904 doctorates, placing it ahead of every similar school on the East Coast except for Manhattan (3rd) and Villanova (4th).

La Salle tied for first nationally in Foreign Languages with Calvin College, of Michigan (with 31 doctorates) and ranked second nationally to Calvin in English (49 Ph.D.s). The University was third nationally behind the University of Richmond and Santa Clara in Economics (37), and fifth in History (45). Also in top-ten rankings, La Salle finished in a six-way tie for seventh in other Social Sciences (12), was eighth in total Non-Sciences (431), ninth in Chemistry (97) and tied for ninth in Psychology (102). There was a four-way tie for tenth in Computer Sciences (4).



Dr. Joseph G. Michels is the top science policy advisor to U.S. Senator Richard G. Lugar.

In recent years, however, La Salle has mirrored the national trend of a declining number of graduates seeking doctorates. "The focus on Ph.D.s isn't there anymore," says John Grady, director of the University's Honors Program. Grady explained that the peak of student origination for doctorates was from the mid-1960s to the early 1980s when federal programs like the National Defense Educational Act subsidized students seeking master's and doctor's degrees. "Funding for programs like that dried up and wasn't renewed," explained Grady. "Students are not as attracted to those areas as they were 15 years ago because the job market in academia has dried up

considerably. There are also ethical questions involved in pointing a student towards a Ph.D. in English or History where the jobs are few and far between."

According to the figures compiled by F&M for the most recent period from 1986 to 1995, La Salle tied for first place nationally in Foreign Languages (7) with Chestnut Hill and Rosary College (Illinois), tied for second with John Carroll in English (12), finished third in Economics (8), and sixth in psychology (36). There was a sixth place tie with Santa Clara in Physics and Astronomy (10), a five-way tie for sixth in computer science (4), and a seventh place finish in All Disciplines (219). The University finished in nine-way ties for 10th in Social Sciences (19) and Other Social Sciences (4).

These rankings, incidentally, do not take into account the large number of La Salle graduates who receive medical, law, and other professional non-doctoral degrees, and they don't include the number of Ph.D.s produced by the University's Communication Department that has been in operation only for the past decade.

Bernhardt G. Blumenthal, '59, was the first La Salle graduate to win a prestigious Woodrow Wilson Fellowship. The long-time chair of the University's Department of Foreign Languages and Literature, he attributes La Salle's top national ranking in that discipline to the excellent students that the University has been able to attract over the years.

In addition to doing as much as possible to encourage them and "make the way a little easier," says Dr. Blumenthal, "we have over the years appealed to their intellectual side. Our discipline is largely literature-based and so our people get good training in the great literary figures and that leads naturally to further study in graduate school. We are among those disciplines which are more intellectually oriented and less practically oriented."

Rebecca A. Efrogmson, '87, who majored in Biology and English and now does ecological risk assessment at Oak Ridge National Laboratory in Tennessee, agrees that the quality of student that La Salle attracts, especially for its Honors Program, helped prepare her well for her course work at Cornell University where she earned a doctorate in environmental toxicology.



Some of La Salle's alumni who have earned their doctorates and are teaching at the University gathered recently in the Connelly Library. They include (foreground, from left): Maribel Molyneaux, '80; John P. Rossi, '58; Geoffrey B. Kelly, '54, and Barbara Guthrie Trorato, '80.

Middle row (from left): Arthur Bangs, F.S.C., '53; Francis J. Ryan, '69; Janice M. Beitz, '83; John J. Rooney, '44; Richard E. Mshomba, '85, and Edward J. Sheehy, F.S.C., '68.



Back row (from left): Thomas McPhillips, F.S.C., '72; Anne M. Walsh, '84 MBA; John J. Seydow, '65; James A. Butler, '67; Norbert F. Belzer, '64; Joseph V. Brogan, '72; James Smither, '72; Bernhardt G. Blumenthal, '59; Michael J. Kerlin, '57; John F. Reardon, '59, and Mark Ratkus, '69.

"I enjoyed my time at La Salle," Efroymsen says. "I had very good professors and was with a lot of good students who challenged each other. I think that I left La Salle with some confidence as well as with good science and writing skills." At Cornell, Efroymsen was the youngest graduate student in her field. Almost everyone else had previous work experience. "I always imagined that you were supposed to go to graduate school in the field that you got your undergraduate degree," recalls Efroymsen who met people like petroleum engineers who were getting a Ph.D. in English.

Kathleen Hohenleitner, '91, an English major who teaches at the University of Central Florida, where she specializes in 20th Century Irish Drama, agrees that her undergraduate education served her well.

"I was well prepared for graduate school and the advantage probably was La Salle's Honors Program," says Hohenleitner, who earned her Ph.D. at Notre Dame. "It gave me a kind of interdisciplinary approach to the liberal arts which I would not have gotten in a straight English program. The English courses were great because they gave me more of a well-rounded, diversified background."

James A. Butler, '67, who earned his Ph.D. at Cornell University as a Danforth and Woodrow Wilson scholar and served as chairman of the University's English Department from 1985 to 1996, says that he is "pleased but in some ways not surprised" that La Salle's English majors have perennially ranked second in the nation. Much of the success, he explains, can be attributed to the good scholarship programs funded by the Christian Brothers as well as the University. This enabled La Salle to attract "some of the cream of the crop people who literally could have gone anywhere," explains Dr. Butler. "In fact, when they got out of here they did go anywhere. Many of them ended up getting Ph.D.s from very good graduate schools like Harvard, Cornell, Johns Hopkins, Stanford, Virginia, and Penn."

Another factor in La Salle's success, says Butler, is the influence of the Christian Brothers, who have conducted the University from its beginning as a college 136 years ago and have dedicated their

One thing that distinguishes all of La Salle's academic departments is the strong emphasis devoted to developing writing skills.

lives to teaching. "That attachment was so imbedded in La Salle's culture that many of us wanted to be a teacher just like Brother so-and-so," recalls Butler, who is now one of the nation's premier Wordsworth scholars.

Butler is quite concerned about the declining job market for Ph.D.s in English and the humanities. "I sit down and explain the situation to my students," he says. "I talk to them very seriously about jobs. I show them the numbers and say, 'you don't want to go into debt to do this.' If they still want to do it, I will do everything I can to help them get into graduate school. Otherwise, I'll help them with the many other job opportunities for English majors."

Times have changed, however. In the 1970s, for example, many students earned doctorates three or four years after obtaining their undergraduate degrees. Now it often takes eight or nine years. With many federal programs cut, more funding is now coming from institutions who expect their graduate students to do adjunct teaching. "That's nice in some ways because it gets you better prepared to teach in college when you get out," says Butler. "But it's awfully hard to study and write a dissertation when you're also teaching half-time."

In addition, people don't go directly to graduate school like they did 15 or 20 years ago. "One of our students attending the University of Maryland told me that he was the only person there in English who went there directly from college," says Butler. "Lots of people work for a couple of years because they want to scrape together enough money and also make sure that's what they want to do. Universities now hire beginning people who are 35-years-old. In my day, they were newly-minted teachers at 26 or so."

Mark Ratkus, '69, the chairman of the Economics Department, thinks that one reason for the third place in the national

rankings is the emphasis on more theory courses. "Not just economics courses," he says. "They take a real regimen of liberal arts courses like philosophy, religion, and history—courses that give them a very good perspective on life. It gives them a nice context within which to view the profession of economics. We try to give students the ability to reason, to analyze, to theorize, and come up with their own explanation of things. We also encourage students who are interested in making the lives of people better. We emphasize much of the value orientation that's very consistent with a Lasallian education—a concern for the poor, a concern for the betterment of humankind."

Dr. Ratkus, who earned his Ph.D. at Notre Dame, says that La Salle has traditionally retained the kind of faculty who have what is known in the trade as the "political economy" approach to the discipline. "We haven't picked up the hyper-mathematical or hyper-technical aspects of the discipline." When analyzing some of the economic causes for poverty, for example, "we try to bring in various issues besides politics—social issues like race and class. That's very attractive to students who like to look at life in a much more holistic, well-rounded way rather than somebody who simply says, 'give me a few equations and let me go off by myself to work these equations out.'"

John P. Rossi, '58, who earned his doctorate at the University of Pennsylvania and served as chairman of the University's History Department at the height of the Ph.D. explosion in the 1970s, also says that he's not surprised that La Salle's history majors have fared well in the national rankings.

"My guess would be that most of that figure is a result of the GI bill after World War II and the way in which La Salle upgraded in the '40s, '50s, and early '60s to become an excellent liberal arts college," he explained. "When I went for

my master's degree at Notre Dame, the chairman of the department said to me that he always liked to have La Salle people because they came so well prepared. That's quite a compliment to the faculty of the late '40s through, say, the early '70s. The Ugo Donini's and the Dennis McCarthy's really did the job laying the groundwork as did John Lukacs, a part-timer."

As in other liberal arts disciplines, says Dr. Rossi, the academic job market for history majors is diminishing. "The jobs are there but they are few and far between. Universities are hiring more adjunct people because they have a glut of Ph.D.s. The real market for people with doctorates, unless you are really exceptional, is the community college." Other Ph.D.s in history are opting for careers in such related fields as public history at such places as the Historical Society of Pennsylvania, or archival work and government service. Some are compiling histories of businesses or corporations because more and more institutions and corporations are now becoming very careful about maintaining archives and records.

One thing that distinguishes all of La Salle's academic departments is the strong emphasis devoted to developing writing skills. Michels, who worked for the Harvard-Smithsonian Center for Astrophysics before becoming a Congressional advisor, says that he was a rarity among fellow physics majors because of his ability to write—a talent that he developed at La Salle, taking such Honors courses as the freshman triad of English, History, and Philosophy which often required two lengthy papers a week. "I'm able to write informative, entertaining paragraphs describing the work I do in physics for a wider audience," says Michels. "And that's definitely a result of the tradition of La Salle and its Honors Program, specifically." There was also Claude Koch's Shakespeare



Dr. Barbara Trovato, an associate professor of Spanish at the University who won a Lindback Award for distinguished teaching in 1998, says that the personal attention she received as an undergraduate helped influence her career goals.

course. "He was the master," Michels recalls. "You could write on any Shakespeare play but the limit was one page. Often, I would spend more time on that page than on a 15- or 20-page term paper. Stylistically he was tremendously beneficial."

Kathleen M. Sandman, '81, a biology major who earned her Ph.D. at Harvard, and Barbara Trovato, '80, an associate professor of Spanish at La Salle, agree that the quality of teaching at La Salle is one of the major reasons for the University's success rate in producing doctorates.

"When I got to Harvard, I noticed the difference right away," recalls Sandman, a staff scientist conducting research in the Microbiology Department at Ohio State University. "The Harvard research professors were terrible at communicating information to undergraduate and graduate students whereas the teaching at La Salle was fantastic because they were professional teachers and they were able to translate difficult concepts to the level where they were understood by the students. I really came to appreciate the quality of teaching at La Salle and how important it is that you communicate to your audience."

Sandman's specific field is chromosome structure in hyperthermophiles—organisms that grow in very high temperatures. "In my field communicating scientific results is critical and you have to be able to pitch it to your audience so that your audience can understand it."

When I got to graduate school it was like hitting a brick wall with the amount of work, research, and investigation that was expected, says Dr. Trovato, '80, who earned her Ph.D. at Temple University. "That's not La Salle's focus. It never was. La Salle prepared me because I had so many outstanding, dynamic,

charismatic teachers who increased my motivation. They just spurred me on. I wanted to teach in a college and I wanted to teach like those people at La Salle."

Dr. Trovato says that she originally wanted to be a high school teacher. But she changed her mind and set her ultimate goal on teaching at the university level—particularly at La Salle—because of the personal attention she received as an undergraduate.

"We had small classes and all of the teachers really went out of the way to address you as an individual, to challenge you as an individual, and to encourage you as an individual," she recalls. "By the time I hit graduate school I just knew that I could do anything I set my mind to because my self-esteem and my academic confidence was very high. The reason I wanted to be at La Salle was because of this distinctive characteristic. The faculty is really accessible and there's plenty of individualized attention. And I don't want that to go away."

La Salle graduates with doctorates have distinguished themselves in a variety of ways. John D. Caputo, '62, and Joseph A. Boyle, '63, are past presidents of the American Catholic Philosophical Association. Vincent R. Kling, '68, an associate professor of English at the University, was the first Evening Division graduate in the nation to win a prestigious Woodrow Wilson fellowship. Another '68 graduate, William M. Sullivan, a professor of philosophy at the University, has recently taken a leave of absence to accept an appointment as a senior scholar on the Carnegie Foundation for the Advancement of Teaching.

Edward J. Zajac, '79, a chair professor of organization behavior at Northwestern University, had the unusual distinction of earning undergraduate degrees in Accounting and German at La Salle before winning a Fulbright Scholarship and working in Germany for the public accounting firm Peat Marwick for a year. "Even with all the requirements, I was able to swing that dual major at La Salle," Dr. Zajac recalls. "I didn't have any electives but with those two very different majors, it worked out nicely. I really wanted to get the best of what La Salle had to offer which I felt was a true liberal arts education but also a very pragmatic focus as well. La Salle always had a great faculty and a great reputation in the humanities, in foreign languages in particular, and in business."

After returning from Germany, Zajac earned his MBA and Ph.D. in Organization and Strategy Management at the University of Pennsylvania Wharton School. He joined the prestigious Kellogg School of Management at Northwestern University in 1986. As the James F. Bere Professor of Organization Behavior, he has published extensively and has established himself as an internationally-recognized expert on strategic management issues.

And like so many other La Salle alumni with doctorates, it all started as undergrads at 20th and Olney.

THE LINDBACK AWARD: "IT'S ALL ABOUT HONESTY AND falling in love with your students"



Lindback winner Marianne Gauss teaches one of her management classes in College Hall.

Marianne Gauss, '75, '87 MBA, remembers her very first class as a freshman in September, 1970, shortly after La Salle opened its door to women as full time students.

"It was a chemistry class with (the late) Brother Claude Demitrias," she recalls. "He cared so passionately about what I was doing in class. He wouldn't cut me any slack. It was the first time that I

had a teacher who encouraged me and harassed me to strive. Most of my teachers accepted the level of work I was doing but he really challenged me. Every time I started feeling sorry for myself he'd give me grief and push me."

Gauss was reflecting on those early days in the classroom recently—shortly after the popular La Salle management professor was named recipient of a Lindback Award for distinguished teaching. She remembers that Brother Claude and all of the Christian Brothers served as perfect role models for her own teaching career.

"The Brothers showed me a world that I would not have found any other way. They opened doors for me as far as my own self-interests and my abilities were concerned. They were able to show me what I didn't think I could do. The Brothers have always been very accepting of the limitations that a student brings and very demanding of their potential—basically loving the student *however* they find them."

Gauss, who served as the first woman president of the University's Alumni Association from 1991-93, lives in the Fox Chase section of Philadelphia with her husband, Siegfried, '74, a contract auditor for city's Department of Mental Health, Mental Retardation. They have three children, Regina, a senior at La Salle; Patricia, a sophomore at the University, and Matthew, a senior at Cardinal Dougherty High School. She also finds time for a number of significant

activities including serving as vice president of her parish Credit Union, as a member of La Salle's Alumni Board of Directors, and on the Mission and Ministry Committee of the Baltimore Province of the Christian Brothers. But outside of her family, teaching is her first love.

"Earlier this semester, somebody asked me how my classes were going and I said, 'Well, I'm starting to fall for them again.' It's almost like falling in love each semester. When you first meet them there's that week of nausea and tension where you're not comfortable and you're not sure they're comfortable. There's a certain amount of negotiation where they don't want to take three tests and you want to give five tests. And then there comes that part when they suddenly say, 'Okay, we'll play.' It's just so much fun."

It's also about honesty.

"You can't be false in front of a group of students because they'll see right through you," Gauss explains. "It certainly makes you be more true to yourself in a way. And I work hard. I always try to make sure that I'm really prepared. But I've had to give up my ego because I don't always have the answer. And for me to be successful, I've had to make sure that if the answer is in the room, the person who has the answer will share it. It's not about me being *all knowing*."

After graduating from La Salle, Gauss worked for Philadelphia's PNC Bank for about five years as an internal auditor and commercial lender. She really enjoyed banking and planned to eventually return to the financial world after raising a family and earning her MBA. Then when La Salle asked her to fill in and teach a couple of statistics courses, "I sort of tripped into teaching, then just fell in love with it." By 1987, she was a full-time member of the School of Business Administration.

Gauss says that she gets a tremendous amount of personal satisfaction from seeing the lasting impact on the lives of many of her students.

"It's nice that they can still remember how to do a standard deviation and it's great that they know how to string an articulate sentence together, but if they've learned that the values of their lives are as important as any knowledge that I've taught, than I feel that I made a difference."

—RSL

DR. JACK REARDON RECEIVES PROVOST'S FIRST DISTINGUISHED FACULTY AWARD



Provost Richard Nigro presents first distinguished faculty award to Dr. Jack Reardon

"My formula for success is an easy one," says La Salle Accounting professor, Dr. Jack Reardon, '59. "It's cost versus benefit. If the benefit is larger than the price you pay, then it's worth it; you've succeeded. All of my work has been worth it."

Reardon has used this formula for success for 37 years at La Salle, and obviously, it was a factor when he was recently given the first Provost's Distinguished Faculty Award. In addition to the new award, he won the Lindback Award for excellence in teaching in 1969, only seven years into his career.

During his acceptance speech, Reardon joked, "I feel like Susan Lucci, the soap opera actress who won an Emmy after so many years of participation. Longevity seems to enhance one's candidacy."

Reardon has certainly had a lengthy career with La Salle schools. He started at La Salle High School in 1951 and later enrolled in La Salle College.

"Literally, hundreds of students have touched my heart. That's what makes me so devoted," says Reardon.

He laughs as he tells the story of a student named Beth Harper, who took his Accounting I and Accounting II classes in the same semester. "On the last day of Accounting I, I played a little joke on the class, the same thing I do every year. I say, 'I know you're ready to throw

me a teacher of the year party, but you're going to have to keep it down. The other teachers get jealous every year when they hear all of the applause and they see you carrying me around on your shoulders.' When I tried to play the same joke on my Accounting II class later that week, Beth suddenly stood up with a bouquet of flowers and a cake!"

Beth Harper Briglia, recalls, "the classes Dr. Reardon taught were in such high demand that a registered seat in one of his classes was truly a 'win.' His classes were never dreary. His wit was truly unsurpassed and enlivened what many might call a subject difficult to make fun. His office door was always open for the random question, the need for in-depth tutoring, or a discussion of the latest professional baseball results."

Assistant Provost Jerry Johnson said the award was created because La Salle "wanted to have the opportunity to reward people who continuously make distinguished contributions in teaching, service, and as accomplished citizens."

Reardon says he finds it most rewarding to be recognized by his colleagues. "I saved every e mail and letter that my friends and colleagues sent to congratulate me. Anytime I feel down, I can read those and instantly feel better."

Reardon lives in Warminster, Pa., with his wife, Kathy, and has two daughters and son, all of whom are La Salle graduates.

—Kate Miller

SCHOOL OF BUSINESS ADMINISTRATION

'47

Peter J. Sweeney, a retired accounting professor at the University, scored his second hole in one at the Philadelphia Quartet Club.

'52

Frank Barrett is running his own business forms and printing company, Sherwood Business Forms, located in Woodbury, N.J.

'54

Gerald P. Ginley, Esq., was made an affiliate of the Congregation of the Mission-The Vincentians.

'56

John P. Thompson retired from Precision Tube Company, in North Wales, PA, after 30 years as director of management information systems.

'57

Ronald Boyle is the controller of Evergreens Retirement Community in Moorestown, N.J.

'59

James A. Thompson was ordained to the permanent diaconate for the Archdiocese of Philadelphia.

'60

Joseph G. Lynch recently retired from the Bureau of Alcohol, Tobacco & Firearms, U.S. Treasury Department.

'65

James Marino has joined Deloitte & Touche's Actuarial & Insurance Consulting Group as a national business development professional in its national sales organization. An insurance executive for 20 years, **Marino** will be located in the firm's New York office. **Edward Schoen** has been selected to be the dean of the College of Business at Rowan University in Glassboro, N.J. Since 1991, **Schoen** had served as dean of the William McGowan School of Business at King's College in Wilkes-Barre, Pa. and chairman of its Department of Business Administration from 1980 to 1990.

'66

Robert G. Fryling and his

partner in the business and corporate department of Blank Rome Comisky & McCauley LLP, held a seminar at the Greater Philadelphia Chamber of Commerce entitled "Working with the Government."



Nocella

Anthony J. Nocella was recently elected chairman of the Texas Savings Community Bankers Association. He is vice chairman and chief financial officer of Bank United, the largest depository institution headquartered in Texas.

'68

Francis B. Burke was ordained to the permanent diaconate for the Archdiocese of Philadelphia.

'72

William F. Chapman, Jr., recently passed the Internal Revenue Service's enrolled agent test.

'73

David E. Stout, Ph.D. is serving a three-year term as editor of *Issues in Accounting Education*, a quarterly publication of the American Accounting Association. **Dr. Stout** is the Accounting Department chair at the College of Commerce & Finance, Villanova University.

'77

James J. Duffy was ordained to the permanent diaconate for the Archdiocese of Philadelphia.

'78

Joseph A. Baldassarre was recently appointed as chief financial officer at Narricot Industries in Southampton, Pa.

BIRTH: to **Dolores (Dee) Armstrong May** and **David P. May (BA '67)**, a daughter, **Mockenzie**.



McCann

'83

Michael A. McCann has been named vice president of sales at



Three La Salle University graduates are members of the Board of Directors at the new Cornerstone Bank serving Burlington and Camden Counties, in New Jersey. **Kenneth R. Mancini, Jr.**, '69, (center), the president and chief executive officer; **Robert A. Kennedy**, '78 (left), and **Gaetano P. Giordano**, '77, are among the bank's nine directors.

EMAX Solution Partners, Inc., a provider of research education systems to global pharmaceutical organizations, located in Newtown Square, Pa.

BIRTH: to **Michael Papa** and his wife, **Lynn**, twin boys, **Zachary** and **Benjamin**.

'84

Gregory J. Dwornikowski, CPA, received an MBA degree from The Wharton School of The University of Pennsylvania and now works as a portfolio manager with the Philadelphia based real estate investment firm, The Rubenstein Company. **MARRIAGE:** **Gregory J. Dwornikowski** to **Susan M. Bordner**.

BIRTH: to **Judith Marks Hamilton** and her husband, **Carl**, their first child, a son, **Carl D., III**.

'85

BIRTHS: to **Ann Hennessy Beston** and her husband **Richard**, their first child, a son, **Ryan Gerald**; to **Richard B. Galtman, Esq.**, and his wife **Sara**, a son, **Benjamin Isaiah**; to **Michael McDermott, CPA**, and his wife **Denise**, their sixth child, a daughter, **Colleen Elizabeth**.

'86

Michael Gillen has been elected a Trustee for The Educational Foundation for Women in Accounting, a non-profit membership organiza-

tion dedicated to advancing women in the accounting profession.

'88

Jeffrey R. Boyle has been admitted to the partnership of PriceWaterhouse Coopers LLP in Philadelphia.

BIRTHS: to **James Boyer** and his wife, **Kathy**, their first child, a daughter, **Erin Bridget**; to **Daniel Stecher** and **Marylynn Kearney Stecher (BA '88)**, their second son, **Zachary Leo**.

'89

Darrin Suder has been promoted to sales manager for Winstar General Business in Philadelphia.

'90

MARRIAGE: **Curt J. Organt** to **Denise Ruth**.

'91

Robert P. McWilliams has been awarded the Associate in Claims (AIC) designation by the Insurance Institute of America (IIA). **McWilliams** is a claims supervisor for The Harleysville Insurance Companies' Fort Washington (Pa.) claims office. **BIRTHS:** to **Al Araco** and **Eileen McCann Araco (MBA '88, BA '81)**, their first child, a daughter, **Allison**; to **Eric Filippone** and his wife, **Carmela**, a daughter, **Alessandra Rita**; **Antoinette Stickter Ross** and **John J. Ross, Jr.**, their first child, a son, **Cole Thomas**.

'92

BIRTH: to Donna Gilbride Green and her husband, David, their first child, a daughter, Maeve.

'93

BIRTH: to Frani Wasserman Aufiero and her husband, Frank, their first child, a daughter, Samantha Elisabeth.

'94

Michael Doser is on editor and writer for four NFL team magazines in Rochester, N.Y.

MARRIAGE: Michael Doser to Jill Kotler.

'96

MARRIAGE: Julie Bruce to Matthew P. Riley (BA '96).

BIRTH: to Eleanor Mulligan Kerwick and her husband, Joe, a daughter, Karen Marie.

'98

BIRTH: to Karen Rio Russomano and her husband, their third son, Anthony Michael.

SCHOOL OF ARTS & SCIENCE

'45

Edward Cannon, F.S.C., celebrated his 60th anniversary as a De La Salle Christian Brother.

'46

Andrew Dinoto, F.S.C., o

longtime teacher at Calvert Hall College High School in Baltimore, Md., observed his 60th anniversary as a De La Salle Christian Brother.

'52

Col. Joseph G. McGlade (Ret.) recently had an article published by the *Tampa Tribune* analyzing the legal challenge, by special interest groups, to the Florida A+ Education Plan, which includes school vouchers.

'53

Colman Coogan, F.S.C., former provincial and La Salle University trustee, observed his golden anniversary as a De La Salle Christian Brother. Frank Monaghan has completed 44 years of teaching sociology and chairing the department for 42 years at Immaculata (Pa.) College.

'54

Judge R. Barry McAndrews, Court of Common Pleas in Bucks County, Pa., was elected President Judge by the Bucks County Bench. He will administer court operations, assign judges to cases and courtrooms, oversee district justices, head the juvenile court system, sit on the County Salary Board, and serve on the County Prison Board. Kevin Strong, F.S.C., president of Calvert Hall College High School in Baltimore, Md.,

celebrated his 50th anniversary in religious life.

'55

Albert C. Price, M.D., retired from the practice of pediatrics and will continue to be active in the Lancaster (Pa.) Safe Kids Program.

'56

Edward P. Carey retired from the Pennsylvania Department of Public Welfare and has opened a small practice in elder law.

'57

Dr. John J. McCann, retired associate professor of French at La Salle University, delivered the commencement address at Holy Ghost Preparatory School in Bucks County, Pa. Frank J. McSorley retired after 40 years as a teacher/administrator at the Galloway Township Board of Education in Atlantic County, N.J.

Rogers

'60

David Rogers, F.S.C., has joined the faculty of La Salle University.



Brother President Michael J. McGinniss, '70 (center), stands with the 1999 inductees into the De La Salle Society at the President's Donor Reception attended by about 100 donors and their spouses at the Fairmount Boathouse on Sept. 12. The inductees are: Robert E. Hamraban, Jr., '75, and his wife, Barbara (left), and Maureen and J. Russell Cullen, Jr., '60 (right). Not present were Robert C. Crosson, '51, and his wife, Pari, and William R. Sautter, CPA, '71.

'63

Louis M. Natali is a professor of law at Temple Law School, teaching criminal law, evidence, professional responsibility, trial advocacy and death penalty law.



Quinn

'64

Joseph P. Batory retired after 14 years as superintendent of schools of the Upper Darby (Pa.) School District. Joseph Dimter was listed in the 1998 issue of *Who's Who Among America's Teachers*. Joseph T. Quinn has been named director, sales and business development for Amco Folding Cartons, a subsidiary of Gulf States Paper Corporation located in Towaco, N.J.

'66

John M. Kramer has been named distinguished professor of the College at Mary Washington College in Fredericksburg, Va. Kramer retains his previous titles as professor and chairman in the Department of Political Science and International Affairs. He concurrently serves as a professor of national security affairs at the United States Naval War College.

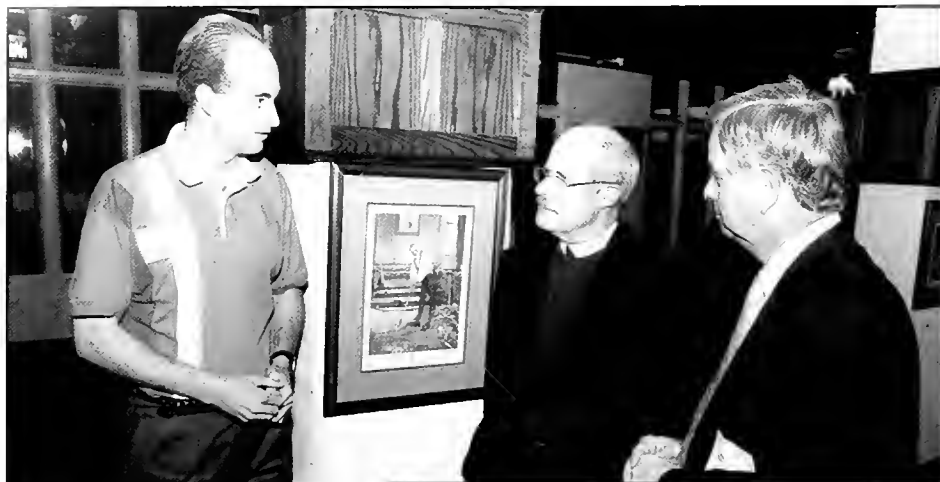
'67

Louis Beccaria, Ph.D. received a "key



Robert J. Schaefer, F.S.C., '89 (left), campus minister at Central Catholic High School, in Pittsburgh, Pa., and Michael J. Andrejko, F.S.C., '90, an accounting instructor at St. John's College High School, in Washington, D.C., were perpetually professed as De La Salle Christian Brothers in ceremonies at the Shrine of the Blessed Sacrament, in Washington, D.C.





Brother President Michael J. McGinniss, F.S.C., Ph.D., '70 (center), was a guest at a reception of the Chicago-area alumni on June 23 at Butterfield Country Club, in Oak Brook, Ill. Here he chats with Peter W. Lafferty, '92. John J. Shea, '59 (right), chairman of the University's Board of Trustees, hosted the event.

day" special community award from the Association for Developmental Disabilities in honor of support for people with special needs and the organization that works with them. Additionally, **Dr. Beccaria** was among nine distinguished men and women who served recently as 1999 National Awards Jury panelists for Freedoms Foundation at Valley Forge (Pa.). **Dr. Joseph Byrne** and his wife, Diane, and **Dr. Joseph Gilbert** and his wife Margie, celebrated the wedding of their children, **Emily Byrne (BA '96)** and **Michael Gilbert (BA '94)**. **Donald R. Terleski, Ph.D.**, of Bakersfield, Calif. has been promoted to deputy director of Mental Health Services for Kern County.

BIRTH: to **David P. May** and **Dolores (Dee) Armstrong May (BBA '78)**, a daughter, Mackenzie.

'68
Dr. Victor Brooks, professor of historical foundations at Villanova University, recently published a book, "How America Fought Its Wars: Military Strategy from the American Revolution to the Civil War." **Dr. Brooks** has appeared on a number of national news networks including Fox News Channel and has conducted book signings in Rockefeller Center in New York and at The Pentagon in Washington, D.C. **James P. Steinitz** is a senior project manager at CGU

Insurance Company in Philadelphia. He is currently involved in managing financial systems integration resulting from the merger of General Accident and Commercial Union, which formed CGU Insurance Company.

'71
Kenneth S. Domzalski, Esq., a sole practitioner in Burlington, has been re-appointed as a trustee of the New Jersey State Bar Foundation, the educational and philanthropic arm of the New Jersey State Bar Association.

'72
F. Michael Horn earned a master's degree in taxation from Temple University.
MARRIAGE: **Edward Fox** to Susan Turner.

'73
Robert H. Welsh received a grant from the National Science Foundation to study astronomy at the University of Arizona as part of a new science education program. **Bruce A. Fortnum**, a plant pathologist, received the Godley-Snell Award for Excellence in Agricultural Research presented annually by Clemson University in South Carolina. He was selected for his contributions to understanding the biology, ecology and control of the root-knot nematode that reduces crop

yields worldwide.

'74
Edward R. Hitzel just published the first edition of his new magazine, *Ed Hitzel's Restaurant Magazine*, which covers the South Jersey dining scene. **Hitzel** recently expanded his food and beverage radio show and started a television show in Atlantic City, N.J. **Jane Gowen Penny, Esq.**, was appointed to serve as a member of the Pennsylvania Board of Law Examiners.



Rodgers

'75
James J. Rodgers was honored by the Board of Education of Prince George's County, Md., as Outstanding Educator for the 1998-99 school year. **Rodgers** is a guidance counselor at The Creative and Performing Arts Magnet School in Landover, Md. **Dominic D. Salvatori, Esq.**, joined Rothman Gardan Foreman & Goudine, a Pittsburgh, Pa. law firm. **Salvatori** will practice in the areas of workers' comp and personal injury.

'76
John Crawford, F.S.C., academic vice-principal at Central Catholic High School in Pittsburgh, Pa., celebrated his silver anniversary in religious life. **Steven J. Lichtenstein, M.D.**, was re-elected to the National Executive Committee of the American Academy of Pediatrics, Section of Ophthalmology, for a second term. **Dr. Lichtenstein** was also appointed membership chair of the section, and is the chief pediatric ophthalmologist with Louisville Children's Eye Specialists in Louisville, Ky. **Mary Ann Feeley Petermann** was appointed as a principal, private banking, at Millennium Bank in Malvern, Pa. **David Trichtinger, F.S.C.**, observed his 25th anniversary as a De La Salle Christian Brother.

'77
Ronald F. Feinberg, M.D., Ph.D., is currently the medical director of reproductive associates of Delaware in Wilmington and is an associate adjunct professor, Ob/Gyn Department, at Yale University School of Medicine. **William Hudson, F.S.C.**, religion teacher at Central Catholic High School in Pittsburgh, Pa., observed his 25th anniversary as a De La Salle Christian Brother.

'78
Donald Levick, M.D., recently received his MBA from the University of Phoenix. **Dr. Levick** is the associate medical director of the Lehigh Valley (Pa.) Physician Group, a 175-multispecialty physician group associated with the Lehigh Valley Health Network. **Margaret G. McAna** and her husband John adopted a girl from China. Catherine Anne Yue McAna recently turned two years old.

MARRIAGE: **Robert Prognor** to Cynthia Wallace.

'80
John Kane, F.S.C., has joined the staff of the Athletic Department at La Salle University as director of facilities and operations.

'82
Craig J. Badolato, M.D., F.A.C.P., was named director of oncology services for Health First, Inc. in Florida.

'83
Patricia A. Serratore was named the treasurer of the Los Angeles (Calif.) Chapter of Women's Automotive Association International. **Kelly Williams** is assistant professor of writing at Brookdale Community

College in Lincroft, N.J.

'84

Robert G. Worstall has been named actuarial technology service manager for The Horleysville (Pa.) Insurance Companies.

BIRTH: to **Salvatore R. Faia** and his wife Margaret, their tenth child, a son, Joseph Anthony.

'85

John Connolly and **Leslie Kasprzak Connolly** (BA '86) have been settled in the wilds of New Hampshire for the past decade and invite any of their friends who should have occasion to be in northern New Hampshire to look them up. **John B. Deamer, Jr.**, is regional manager for Performance Personnel, a placement company located in his hometown, Lebanon, Pa. On weekends, **Deamer** can be heard on the local Lebanon FM radio station from 3:00 P.M. to 1:00 A.M. **Anne M. Mullan** is teaching at Rutgers Law School where she is the supervising attorney of the Rutgers Domestic Violence Project.

BIRTHS: to **James F. Hanahan, Jr.** and his wife, Cynthia, twin daughters, Amanda and Kaitlin; to **Anne M. Mullan** and her husband, Jeffrey Mallgrove, their third child, a son, Timothy James; to **Gregory Pasquale** and his wife, Karen, their second child, Derek; to **David Richard** and his wife, Suzanne, a son, Joshua Gabriel.

'86

Michael Bradley is a marketing planning analyst with Wyeth-Ayerst Pharmaceuticals in Radnor, Pa. **Dr. William G. Dotzman** is practicing family medicine with First Care Medical Group in northern New Jersey.

Anita Mastroieni has been named the associate director for the Global Alumni Network at the University of Pennsylvania. **Mastroieni** recently received her master's degree in urban studies from the University of Pennsylvania.

'87

BIRTH: to **Susan Hutt Raffin** and her husband, Charles, their second child, a daughter, Rebecca Ann.

'88

BIRTH: to **Marylynn Kearney Stecher** and **Daniel Stecher** (BS '88), their second son, Zachary Leo.

'90

Maureen Merk Heffelfinger recently received a master of education degree with reading specialist certification from Holy Family College. She is a reading specialist in the Pennsbury School District in Bucks County, Pa.

'91

MARRIAGE: **Michael Glaze** to **Christa Johnson** (BA '94).

Hold the Date



The 2nd Annual
La Salle President's Cup
Golf Tournament will be

April 24, 2000

at the beautiful Blue Bell Country Club.

Call 215-951-1539 or e-mail gordon@lasalle.edu

NECROLOGY

'35

Anthony J. Dwyer
William L. Regan, Sr.

'36

Dr. Frank A. Ardito

'43

Anthony S. Jannelli, D.O.

'49

William F.X. Coffee, M.D.

'50

James F. Brown
James S. Morley, Esq.
Joseph F. Ryan
Robert J. Valenti

'53

James T. "Knut" Mullen, Sr.

'54

Robert J. Brennan

'55

William J. Murray
Laurence A. Narcisi, Jr.

'56

Isidor P. Strittmatter

'57

Lawrence W. Cornell

'58

Dr. Louis E. DiBacco
James E. O'Hara

'59

Frederick M. Manning

'60

Thomas A. Hennessy

'62

Thomas G. O'Brien

'67

Samuel Duca

'70

Herlies A. Evans

'72

James M. Boyle

'73

William Cubbage, III

'74

George R. Zimmerman

'90

Peter R. Bossow, Jr.
William P. Carey, Jr.
Bogdan Szetela

Explorer Basketball

1999-2000 Season Ticket Information

Men's Home Schedule

NOVEMBER

Tue. 9 Delaware Dynamite (Ex.) 7:00 PM
Sat. 20 Mt. St. Mary's 7:00 PM
Tue. 23 Cent. Connecticut St. 8:00 PM

DECEMBER

Tue. 7 Pennsylvania 8:00 PM

JANUARY

Sun. 9 St. Bonaventure 2:00 PM
Sat. 15 Rhode Island 2:00 PM
Tue. 18 Temple 8:00 PM

FEBRUARY

Sat. 5 Virginia Tech 2:00 PM
Sat. 12 George Washington 2:00 PM
Wed. 23 Dayton 7:00 PM
Sun. 27 Xavier 2:00 PM

MARCH

Sat. 4 Duquesne 2:00 PM

Women's Home Schedule

NOVEMBER

Sun. 7 LEGACY AAU (Ex.) 12:00 PM
Thu. 11 ROTA BANSKA (Ex.) 7:00 PM
Tue. 23 PENNSYLVANIA 6:00 PM

DECEMBER

Wed. 1 VILLANOVA 7:00 PM
Wed. 7 Penn State 7:00 PM
Sat. 11 George Washington 1:00 PM
29/30 La Salle Invitational 6:00/8:00 PM

La Salle - Lafayette - Quinnipiac - Richmond

JANUARY

Thu. 6 Massachusetts 7:00 PM
Sun. 16 Virginia Tech 1:00 PM
Sun. 30 St. Bonaventure 12:00 PM

FEBRUARY

Thu. 3 Dayton 7:00 PM
Sun. 6 Duquesne 1:00 PM
Fri. 18 Xavier 7:00 PM
Sun. 20 Rhode Island 1:00 PM

Ticket Application

Men's Ticket Plan	Quantity	Price	Total
VIP		\$250.00	
Gold		\$195.00	
Blue		\$140.00	

Individual Games at the Tom Gola Arena

VIP - \$25.00 Gold - \$15.00 Blue - \$10.00

Women's Ticket Plan	Quantity	Price	Total
Adult		\$50.00	
Child		\$25.00	
Explorer Kids Donation	\$500 \$250 \$100 \$50		\$
Handling Fee			\$ 3.00
Total			\$

Name _____

Address _____

City/State/Zip _____

Day Ph. (____) _____ Eve. Ph. (____) _____

Payment: ☐ Check (payable to La Salle University)

☐ Visa/MasterCard

Acct. # _____ Exp. Date _____

Signature _____

*Orders are filled on a first come, first served basis.
Tickets subject to availability. If desired ticket price is
not available, order will be filled with the next available
ticket price and the difference refunded. Individual game
tickets available beginning November 1, 1999.
Full remittance must accompany all orders.*

Return Order Form To:

La Salle University

Athletic Ticket Office

1900 West Olney Avenue

Philadelphia, PA 19141-1199

For More Info Please Call: 215 951-1999

**For Complete Schedule Information Visit:
www.lasalle.edu/athletics**

Meet President Charles Quattrone



Charles Quattrone poses in the Dan Rodden Theatre where he spent many of his undergraduate days as chairman of the College Union Committee.

As a director at Merrill Lynch Asset Management, in Princeton, N.J., Charles J. Quattrone, Jr., '72, has spent much of his career handling hundreds of millions of dollars in investments for several clients. Now, as the newly-elected president of La Salle's Alumni Association, his goal is to produce more dividends in terms of increased visibility and involvement from many of the 40,000 men and women who have attended the University.

"My primary objective is to let the alumni know that they are wanted—and not just for their money," says Quattrone, whose professional responsibilities also include serving on the Merrill Lynch Asset Management Private Portfolio Group's international investment strategy, proxy voting, and socially-responsible investment committees. "We need the men and women from the alumni to get involved for their ideas, their time, and their talent. Especially the 22,000 people who live in the five county region surrounding the University."

Quattrone knows a lot about involvement. As a La Salle undergraduate, commuting from the Fairmount section of Philadelphia, he spent virtually all of his non-classroom time in a variety of extracurricular activities. He eventually became chairman of the powerful College Union Committee, the organization that ran all of the films, dances, concerts, speakers, and coffeehouse activities on campus.

Increased Visibility and Greater Involvement Means Better Dividends for the Alumni

The new alumni president recalls his time with the CUC as a fantastic learning experience. "It was a bunch of kids with a lot of responsibility," Quattrone says. "Basically we were responsible for doing everything but actually signing the contracts."

"We were essentially running a business, hands-on, and providing a service to the campus. We grew tremendously, not only in terms of individual growth and dealing with people in a business sense but in terms of interpersonal relationships."

Quattrone, who lives in Yardley, Bucks County, Pa., with his wife, Marilyn, and two daughters—Andrea, a Villanova graduate, and Diana, a La Salle sophomore, says that he decided to attend La Salle because it was "local, affordable, and had a good reputation." He never regretted his decision. "The unique thing about the university is that everybody loves it. I've met very few people who don't have fond memories of the school."

Quattrone started as a history major, then transferred to the Business School where he majored in industrial management. That's when he took some finance courses and decided to concentrate on stocks and bonds. After graduation, he got his MBA in investment finance at nights at Drexel University while working as a systems analyst at the Southeastern Pennsylvania Transportation Authority. He worked as an investment generalist at Philadelphia Manufacturers Insurance Co., in Valley Forge, for six years, then became portfolio manager at Horizon Trust Co., in Princeton, until 1987 when he joined Merrill Lynch.

His involvement with the Alumni Association dates back to 1983 when the group's president, Jack French, '53, appointed him to the Board of Directors. He served on the Signum Fidei and travel committees, handled a number of financial projects, then was elected treasurer and, two years ago, executive vice president.

Many of Quattrone's goals as head of the Alumni are built upon work begun by such past presidents as Nicholas J. Lisi, '62, and Joseph J. Cloran, '61, among others. In addition to maintaining such traditions as the prestigious Signum Fidei Medal, Alumni Hall of Athletes, Class Reunions, Homecoming, Travel Committee, Alumni Golf Tournament, and involvement with the University's annual Charter Day Dinner, Quattrone has appointed a committee headed by Teresa Hooten Kozempel, OD, '74, to study the creation of an Alumni Hall of Excellence that hopefully will be unveiled in the near future.

Quattrone recently met with La Salle's new president Brother Michael McGinniss, F.S.C., Ph.D., '70, to discuss the possibility of increasing the association's involvement on more campus committees. He also appointed two new committees. One is chaired by the association's executive vice president, James J. McDonald, '58, to explore the possibility of creating or re-energizing various clubs and chapters around the country. Another group, under John Carabello, DMD, '62, will analyze ways to strengthen relationships with such alumni affinity groups as the alumnae and health profession organizations, among others.

Marianne Gauss, '87 MBA, a past president, has been asked to head a task force to develop a mission statement for the association. Cloran will head a group exploring how the alumni can be more involved with the Business School. Hopefully, says Quattrone, such relationships will become a model for other schools on campus like Arts and Sciences and Nursing. Also on the drawing board is the reorganization of the Downtown Club into an executive speakers series. "The Downtown Club was a good idea at one time," explains Quattrone. "But I don't think that it's as effective nowadays because many of our graduates are working in the suburbs."

Recently, Quattrone and George J. (Bud) Dotsey, '69, the alumni director, spent a night calling alumni around the country to introduce themselves. "We told them we were not asking for money but were calling to express an interest in them and to ask for their



Quattrone greets three of the younger members recently elected to the Alumni Board (from left): Trey Ulrich, '99; Linda Warner, '98, and Chris Pinto, '99.

input. Many of our graduates have students attending other colleges and we would like them to share any ideas they've experienced at other institutions."

Earlier this spring, a number of prominent alumni including Frederick J. Leinhauser, '57; George S. Paull, '67, Cloran and others, visited the campus just introducing themselves to students. "They said the reaction was very exciting and favorable," recalls Quattrone. "All the students were very congenial, very happy to see them. We want to build on that. We induct the graduating students each year into the association at commencement. What people may not realize is that under the by-laws of the association, everybody who has attended La Salle for at least one semester is automatically a member of the Alumni Association."

Quattrone realizes that involvement in any organization is often a matter of proximity and availability of time.

"As your family grows and your children get older, you often find that you have more time available. I would encourage people who are finding themselves in that situation to consider getting more involved. We're in a dynamic part of the school's history. The school is moving ahead and would like to have as many people as possible on the train when it pulls out of the station."

—RSL

alumni notes

'92

Carroll Ann Lutz Palakow recently completed her second year as an instructor in the special education department of William Penn Middle School, in the Pennsbury (Pa.) School District. **Gregory J. Palakow, Esq.**, is associated with Kent & McBride, P.C. focusing on corporate litigation. **Kathleen Frances Robinsan** has been named an associate of the Casualty Actuarial Society (CAS). **Robinson** is an assistant actuary at CGU Insurance in Philadelphia, Pa. **Leslie Blanchard Stapleford** was recently appointed publications production coordinator for CSC The United States Corporation Company in Wilmington, Del.

'93

Michael J. Kokasky has been appointed an urban planner in the Community and Economic Development Department of the city of Rock Island, Ill. **John P. Sheahan** completed his second marathon in Pittsburgh, Pa. in a personal best time of 3:51:21. **MARRIAGE:** **Lisa Fiocco** to Dr. Enrico A. Cifelli; **Joy M. Gianvittorio** to Daniel A. Rakowski (BA '95).

'94

Seann Hallisky, J.D., passed the bar exam and is associate attorney with Anderson Norris Steiner De Regt LLP in Seattle, Washington. **Douglas LeVien** was promoted to the rank of captain in the U.S. Army and is currently assigned to the 82nd Airborne Division, at Fort Bragg, N.C. **MARRIAGE:** **Michael Gilbert** to **Emily Byrne** (BA '96); **Christa Johnson** to **Michael Glaze** (BA '91). **BIRTH:** to **Amy Talsan Holmes** and her husband, **Bill**, their first child, a son, **Matthew William**.

'95

Maria J. Cerceo was recently named director of marketing, public relations, and communications at Philadelphia's Frankford Hospital, a member of the Jefferson Health System. **MARRIAGES:** **Daniel A. Rakowski** to **Joy M. Gianvittorio** (BA '93).

'96

MARRIAGES: **Emily Byrne** to

Michael Gilbert (BA '94); **Jennifer Cloran** to **Richard Huber**; **Matthew P. Riley** to **Julie Bruce** (BBA '96).

'97

Christopher Lawler is an administration program designer with Buck Consultants in Secaucus, N.J.

'98

Vince Monzo worked at Federman-Phelan, mortgage law specialists, in Philadelphia last past summer.

'99

Lori Graber is an economist in the data collection department of the U.S. Bureau of Labor Statistics in Philadelphia. **Barbara Mieczkowski** is employed with the financial leadership development program of Johnson & Johnson in Puerto Rico. **John Sadlowski** is an economic and financial strategist/consultant with Arthur Andersen in Philadelphia. **Marc Santugini-Repique** is a teaching assistant in the economics doctoral program of the University of Nebraska at Lincoln. **Jonathan Sedlak** is a contract specialist in the acquisition intern program of the U.S. Navy in Mechanicsburg, Pa.

SCHOOL OF NURSING

Bachelor of Science

'89

Joanie D. Alston Lovelace graduated from the Philadelphia College of Textiles & Sciences with an MBA degree in health administration.

'97

Karen L. Baker graduated from Rutgers University with an MSN degree.

Master of Science

'91

Albert A. Rundia, Ph.D., was recently appointed clinical associate professor at Rutgers University's College of Nursing.

MASTER OF BUSINESS ADMINISTRATION

'80

Kelbourne J. Ritter, Aetna U.S. Healthcare's Head of Diversity, has been appointed to the Executive Leadership Team of the National Eagle Leadership Institute (NELI) and will be honored at the group's 1999 gala in New York.

Hayman Center



as of 10/1/99

Group	Number of Gifts / Amount	
Alumni	6,009	\$1,192,975
Other Orgs.	9	\$ 14,425
Parents	968	\$ 85,196
Matching Gifts	519	\$ 107,493
Faculty/Staff	54	\$ 26,684
Friends	37	\$ 19,525
Corp/Fdns	9	\$ 36,375
Total	7,605*	\$1,482,673

*Represents number of installment gifts on multi-year pledges.

MARK YOUR CALENDAR FOR THESE IMPORTANT EVENTS

Health Professionals Alumni Brunch/ Business Meeting.....	November 14
AED Pre-Med Honor Society and Alumni Reception.....	November 14
English Major Alumni Reception.....	November 14
Alumni Association Awards Dinner.....	November 19
Alumni Association Board Brunch.....	January 9

'81

Bill G. Stieber, Ph.D., was awarded the National Speakers Association's Certified Speaking Professional (CSP) designation at the 1999 NSA Convention in San Antonio, Texas. **Dr. Stieber** is the founder of InterPro Development, Inc., a training and consulting firm that aids corporations in improvement and change.

'84

Pamela Z. Clary was appointed deputy director of finance for the City of Memphis, Tenn. She is responsible for debt,

operating and pension assets, risk management and treasury functions.

'85

William J. Scott is the vice president of human resources at Susquehanna Pfaltzgraff Company in York, Pa. He was recently elected president of the Strand-Capitol Performing Arts Center in York, Pa.

'88

BIRTH: to **Eileen McCann Araco** (BA '81) and **Al Araco** (BBA '91), their first child, a daughter, **Allison**.

'91

Charles A. Petasa passed the CPA exam and was promoted to tax director after two years as controller of investment real estate at Drexel University in Philadelphia.

LA SALLE UNIVERSITY

Philadelphia, Pennsylvania 19141-1199
Alumni Office



ALUMNI ASSOCIATION

September 1999

Officers

Charles J. Quattrone, Jr., '72
President

James J. McDonald, '58
Executive Vice-President

Gerard J. Binder, '73
Vice-President

Teresa Hooten Kozempel, O.D., '74
Secretary

William W. Matthews III Esq., '90
Treasurer

Executive Committee

Gerard V. Burke, M.D., '75
John F. Carabello, DMD, '62
Linda A. Carlin, '95
Joseph H. Cloran, '61
Mara Tucker Cusick, '83
Marianne Salmon Gauss, '75
Nicholas J. Lisi, Esq., '62
Elizabeth R. Lochner, '87
Stephen L. McGonigle, '72
Thomas E. McLaughlin III, '95

Dear Fellow La Sallians:

These are exciting times for our University as we greet a new millennium with a new president and a renewed sense of mission for all La Salle stakeholders.

As the newly elected President of your Alumni Association, it is my privilege to invite you to join my fellow board members and me in rededicating ourselves to the La Salle University spirit we all know and share.

La Salle is more than just a collection of buildings and a limited four-year experience. It is a shared value system promulgated by the Christian Brothers as set forth by Saint John Baptist de La Salle. Thus, we all share a centuries-old tradition of education and service.

It is in that spirit and with the knowledge of our common educational heritage that I now ask you to continue or renew your involvement with La Salle.

Come share in the great things which are happening at La Salle. Join with your Alumni Association in our commitment to working with Br. Michael McGinniss, the administration, faculty, staff, and students to ensure that all efforts are successful and that change, improvement, and success are a continuum or journey at La Salle rather than a destination.

To that end, the Alumni Association has committed to several initiatives such as a new Mission Statement, the recognition of excellence in our alumni, rededication to an energetic and enthusiastic clubs and chapter system, coordinated efforts among alumni affinity groups, and more involvement with students and the University on an ongoing basis.

For information on what your Alumni Association is all about along with a description of specific awards and programs, I encourage you to call the Alumni Office to request our Alumni Handbook.

Perhaps most importantly, share with us your thoughts and ideas as to what we can all do to ensure that La Salle University remains the great institution that it is and that our future alumni are prepared not only for careers but for life.

Please join us as we all strive together to send forth to the world graduates who are well prepared, of high character, and possessed of the courage born of strong values developed and honed to a fine point by the La Salle experience.

Sincerely,

'92

Andrea Eadeh Wills (BA '88) is a sales manager for RPRP pharmaceuticals in the Baltimore/Washington, D.C. area.

BIRTH: to Charlene Dewees Vail and her husband, Sydney, a son, Andrew Jordan.

'98

John Grillone, acting battalion chief and unit head of the technical support unit of the

Philadelphia Fire Department, is teaching introductory economics at La Salle University.

LA SALLE UNIVERSITY

Mail Order Catalog



N1 "Gear" Big Cotton Navy Tee

"La Salle University" on left chest imprint. 100% cotton
S,M,L,XL \$14.95 XXL \$15.95

N2 "Gear" Big Cotton Ash Grey Tee

"La Salle Alumni" on full chest imprint. 100% cotton
S,M,L,XL,XXL \$14.98

N3 "Gear" Big Cotton Heather Grey Tee

"La Salle University" on full chest imprint. 100% cotton
S,M,L,XL,XXL \$14.98

N4 "Champion" Mesh Shorts

Navy with "La Salle" imprint on left thigh. 100% nylon.
S,M,L,XL,XXL \$29.98

N5 "MV Sport" Navy Tee "La Salle University" & Basketball design on full chest imprint. Also available with Football imprint. 100% cotton. S,M,L,XL,XXL \$9.99

N6 "MV Sport" Grey Tee "La Salle University" on full chest imprint. Also available in white. 100% cotton. S,M,L,XL,XXL \$9.99

N7 "MV Sport" White Tee "La Salle University" in small letters across full chest imprint. Also available in grey or navy. 100% cotton. S,M,L,XL,XXL \$9.99

N8 "MV Sport" Navy Tee "La Salle" in block letters arched across full chest imprint. 100% cotton. S,M,L,XL,XXL \$9.99



N9 "Gear" Big Cotton Crew Sweatshirt

Ash grey with "La Salle" across full chest imprint. 80% cotton.
S,M,L,XL \$29.95 XXL \$31.95

N10 "Gear" Big Cotton Hooded Navy Sweatshirt

"La Salle" in block letters. 80% cotton.
M,L,XL,XXL \$49.98

N11 "Champion" Reverse Weave Crew Sweatshirt

"La Salle" in athletic logo. Grey. 89% cotton.
S,M,L,XL,XXL \$42.95

N12 "Champion" Reverse Weave Crew Sweatshirt

"La Salle" traditional block letters. Available in navy or grey.
89% cotton. S,M,L,XL,XXL \$42.95



ALL CAPS ARE SIZE ADJUSTABLE

N13 "The Game" Classic Bar Cap, Navy with white letters.

"La Salle University" imprint. Also available in white cap with navy letters. \$ 15.95

N14 "The Game" Classic Bar Cap, White with navy letters.

"La Salle Explorers" imprint. Also available in navy with white letters. \$ 15.95

N15 "Top of the World" Khaki Cap with Oval Imprint.

\$ 17.98

N16 "New Era" Navy Cap with Circle Imprint. \$ 14.95

A Gift From The Crossons

First Charitable Remainder Trust Established for University's School of Business Administration

Robert C. Crosson, '51, spent most of his 37-year career helping to take his Cleveland-based refractory company to the top of the industry. Now he's devoting much of his resources to help make La Salle's School of Business Administration one of the finest in the nation.



Crosson and his wife, Pari, have established the Robert C. and Ellen J. Crosson Charitable Remainder Trust. Currently valued at almost \$500,000, it is the first such trust ever established for the University's Business School. Funds from the trust will be used to sponsor lectures and seminars designed to inform students about the realities of the corporate world.

"I want to see La Salle get more involved with industry," explained Crosson, who retired in 1991 as senior vice president of sales and marketing of Allied Corporation and North American Refractories. "I want to bring people back to La Salle to give courses that aren't strictly academia. People who have been there, done that. People who can explain to the students what it is really like on the outside because the business world is changing. There's a lot of downsizing today, a lack of loyalty, which is a shame."

Crosson, who now lives with his wife by the bay in Avalon, N.J., hopes that his gift will encourage others to do the same for the university. Moreover, he added, "if people have a fair amount of money, this is one way to reduce your taxes."

Crosson, who grew up in the West Oak Lane section of Philadelphia, majored in business administration and had many of the legendary La Salle professors including Joe Flubacher, Roland Holroyd Claude Koch, and Brother Stanislaus. After graduation he went through Marine Corps Officer Candidate School with a number of classmates including Jim Phelan, the long-time basketball coach at Mount St. Mary's College. Then came tours of duty on an aircraft carrier in the Caribbean and Cuba, and as the only Marine officer at the former Johnsville Naval Air Development Center in Bucks County, Pa. He was discharged with the rank of captain and started his career in the Philadelphia office of North American Refractories which later became a division of Allied Signal.

After a five-year stint in Detroit as district manager, Crosson

was transferred to the home office in Cleveland in 1965 and worked his way up the executive ladder. In 1987, the Allied Signal people decided to get out of the smokestack business and concentrate on the high-tech aerospace industry. Crosson and three of his colleagues who had come up through the organization together

jumped at the opportunity for a leveraged buyout.

"The refractory business is not a very high-profile industry, but it's the backbone of industry," explained Crosson. "You line all sorts of furnaces and without it you wouldn't have steel, cement, lime, or petrochemicals. We knew we could make a go of it."

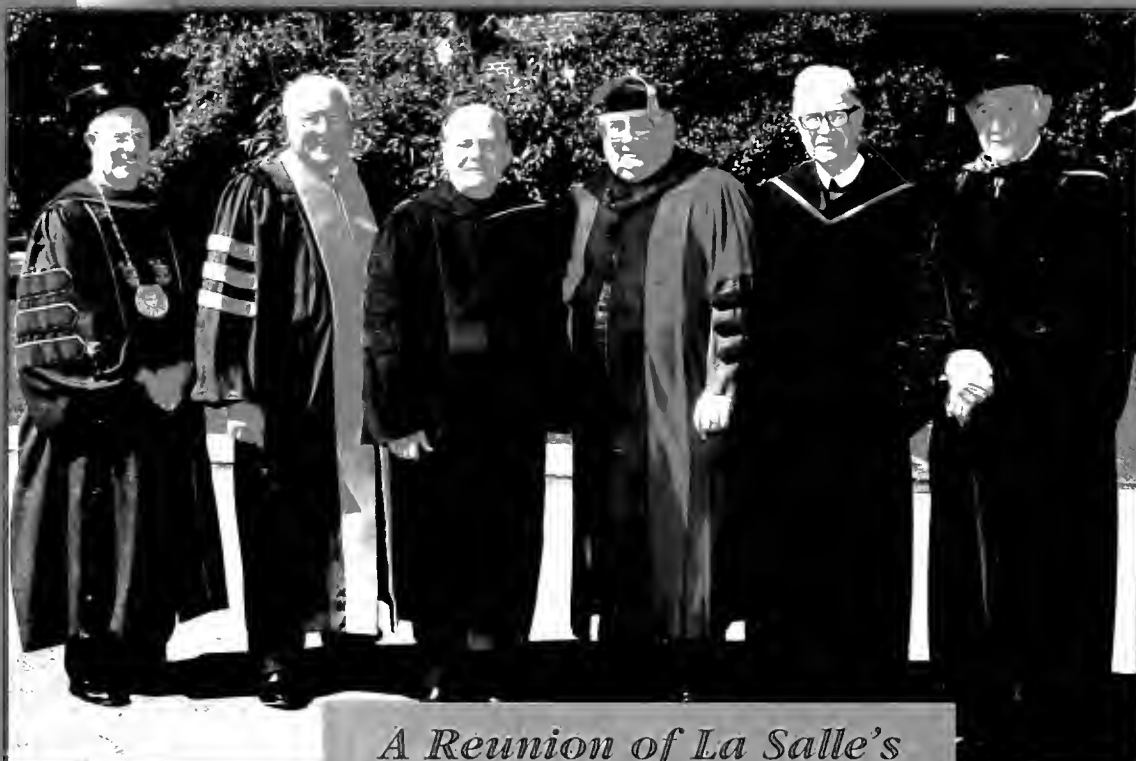
Crosson, like the others executives, re-mortgaged his home and cashed out some investments. A Cleveland bank provided substantial financial backing. "Everybody down to middle management was allowed to buy stock. Everybody who was allowed to get in did so because we all knew our industry better than anybody. We probably had the best sales department and the most aggressive marketing people in the industry."

Then came some bumps in the road.

"That first year we figured that five things could go wrong that could make us go under," recalled Crosson. "Would you believe every one of the five things happened?" One major customer went Chapter 11. Another client—U.S. Steel—had a prolonged, six-month strike. There was a combination of other things. "But we tightened out belts and made money—and from that point on it just kept going and going and going."

When Crosson and his partners took over, the company ranked ninth in the industry. "It's a small industry, so ninth is pretty low on the totem pole," he explained. About a dozen years later, it was Number 1 and being besieged with buyout offers. One of the suitors, German-based Dider, the largest refractory company in the world, kept coming back with different overtures. Finally they presented a proposal too good to turn down. Stock that went for around \$50 a share two years earlier was sold to Dider for \$1,500 a share when the deal was consummated in 1989.

"We took a big gamble and we hit a home run," said Crosson. "We had a lot of good times."



*A Reunion of La Salle's
Past Presidents*

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